FOR THE COIN-OP ENTERTAINMENT INDUSTRY

June 1988

PLAY METER

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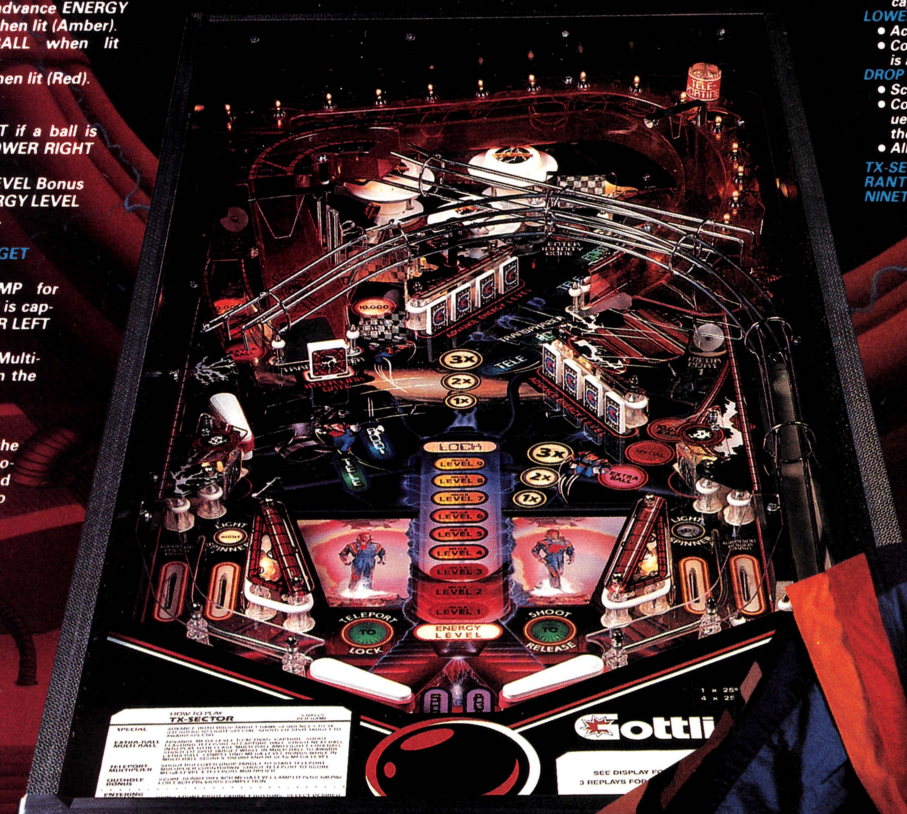
HOW TO PLAY

LEFT and RIGHT SPOT TARGETS
- Score 10,000 and advance ENERGY LEVEL Bonus 1X when lit (Amber).
- Award EXTRA BALL when lit (Purple).
- Award SPECIAL when lit (Red).

LOWER LEFT HOLE
- Activate TELEPORT if a ball is captured in the LOWER RIGHT HOLE.
- Collect ENERGY LEVEL Bonus and capture if ENERGY LEVEL Bonus is at the top.

ROLLOVER DROP TARGET
- Score 10,000.
- Enable LEFT RAMP for TELEPORT if a ball is captured in the LOWER LEFT HOLE.
- Enable TELEPORT Multiplier Countdown in the Readout Display.

MULTI-BALL
- Achieved when the ENERGY LEVEL Bonus is at the top and a ball is shot into the FLASHING TELEPORT.



SHOOTER RAMP ROLLUNDER
- Activate MULTI-BALL and Light EXTRA BALL when two balls are captured.

LOWER RIGHT HOLE
- Activate TELEPORT if a ball is captured in the LOWER LEFT HOLE.
- Collect ENERGY LEVEL Bonus and capture if ENERGY LEVEL Bonus is at the TOP.

DROP TARGETS
- Score 3000.
- Completing the TOP or RIGHT BANK scores 10,000 times lit "X" value, advances ENERGY LEVEL Bonus by the lit "X" value, and resets the opposite BANK when FLASHING.
- All Targets down once on Both BANKS advances the "X" value.

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*See the Manufacturer's Parts Replacement Limited Warranty for specific details, terms, and conditions.

NEWS BULLETIN

.....Nintendo of America has reaffirmed its dedication to the coin-op industry and refocused its attention on the *PlayChoice-10* system. The company has appointed one of its founders, Alan Stone, as vice president of sales and marketing, commercial products division. Stone has managed the company's European commercial market as vice president of international sales for the last four years. Stone will be pursuing the development of innovative new software for *PlayChoice-10* to be introduced over the summer, adding to the 25 games now available for the system. Stone commented, "I'm enthusiastic we can give operators what they want...what they've come to expect from Nintendo since we entered the business in 1980. We're just going back to the basics. Doing what we do best. And that means working hard to give operators solid, technologically-advanced games systems and an ongoing staple of quality software. Exactly what they need to stay profitable. After all, when our operators succeed, we do too. We're all in it together for the long haul."

.....The Louisiana Amusement and Music Operators Association (LAMOA) has been spurred into action in a battle to combat a dramatic rise in occupational license fees that occurred in January. LAMOA president David Goudeau of Gerald's Amusement Machines in Lafayette, La., is encouraging greater operator participation in the association and a group effort to help lower the fees and change a seizure and forfeiture law that's long been on Louisiana law books. Support has been obtained from representatives Pepe Bruneau and Alphonse Jackson who have authored bills aimed at amending the license fee and changing the seizure and forfeiture law. LAMOA now has the services of the Pelican Management Association of Baton Rouge and has hired lobbyist Bud Mapes. Anyone who would like to lend assistance may write to Bob Matthews or Brenda Lollar, LAMOA, 10985 N. Harrells Ferry Road, Suite E., Baton Rouge, LA 70816; (504) 275-1791. Look for more on this subject in our next issue.

.....P.C. World joins the list of companies offering quality single and cigarette multi-vend packs of condoms. These are Aegis condoms, available in a three-pack that sells for the same price as cigarettes. P.C. World also has Aegis condoms in self-dispensing blister packages. For more information, call 800-356-1267.

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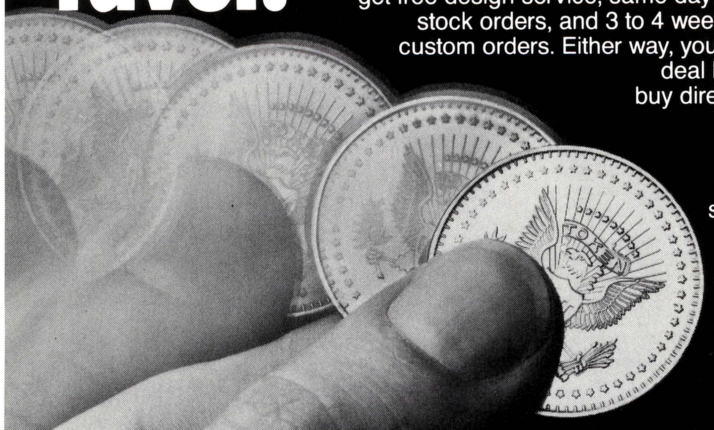

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FOUNDER
Ralph C. Lally II

PUBLISHER
Carol P. Lally

EDITOR
Valerie Cognevich

MANAGING EDITOR
Bonnie Theard

ART AND PRODUCTION DIRECTOR
Margret Vincent

TECHNICAL WRITER
Frank Seninsky

CORRESPONDENTS
Irving L. Blackman
H. Richard Priesmeyer
Jeffrey Rosenthal
Roger C. Sharpe
Mike Shaw
David Snook

ADVERTISING MANAGER
Ron Kogos

COMPTROLLER
John F. Lally III

CIRCULATION MANAGER
Renee' C. Pierson

ACCOUNTING
Carol Lea LeBell

EDITORIAL OFFICES
6600 Fleur de Lis
New Orleans, LA 70124
(504) 488-7003

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EQUIPMENT POLL

Operators from four regions of the country will be sending us their lists of top games each month. These, of course, are their top-earning games and do not necessarily reflect return on investment. We urge all operators to weigh the value of each game on return on investment, not just revenues.

WEST 1 — REGION I

Shoot To Win	Double Dragon	Galaga 88	(Kageki and Thundercade look good)
After Burner	Thunder Blade	Shinobi	
Operation Wolf	Heavy Barrel	Super Contra	
Heavyweight Champ	Quarterback	Out Run	

WEST 2

Ninja Warrior	Heavy Barrel	Kageki	(Watch for Dragon Ninja)
Silkworm	Super Contra	Galaga 88	
Shinobi	Double Dragon	Street Fighter	
Oskar	Thundercade	Super Sprint	
Vindicator	Super Dodge Ball		

CENTRAL 1 — REGION II

Heavy Barrel	Heavyweight Champ	Blasteroids	
After Burner	Double Dragon	Out Run	
Shinobi	RoadBlasters	Pinbot	
Operation Wolf	Tecmo Bowl	Laser War	
Quarterback	Sky Shark	Super Hang-On	

CENTRAL 2

Big Choice (32%)	Guerrilla War	Vigilante	(Birdie King II, Pacmania, and Double Play earning well)
Silkworm	Cyclone	Double Dribble	
Quarterback	Double Dragon	Rastan	
Heavy Barrel	After Burner	Blasteroids	
Thunder Blade	Hang-On		

EAST 1 — REGION III

Operation Wolf	Twin Cobra	Galaga 88	
Double Dragon	After Burner	Time Soldier	
Out Run	Quarterback	Vigilante	
Super Contra			

SOUTH 1 — REGION IV

Double Dragon	Out Run	Shinobi	(Twin Eagle looks good)
Operation Wolf	Guerrilla War	Vigilante	
Quarterback	PlayChoice-10	Top Gun	

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Customized pricing can also be set for each game.

On-Screen Bookkeeping tracks game play popularity and coin-drop.

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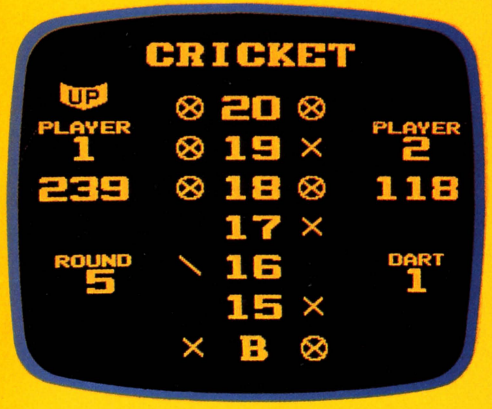
A fantastic innovation that's invaluable for leagues and tournament competition, and benefits all players. At the end of any '01 or Hi-Score game the Stat-Pak™ software automatically computes and displays for each player:
(PPD) AVERAGE POINTS PER DART
(TON) # OF TONS (100pt ROUNDS)
(HAT) # OF HAT-TRICKS (3 BULLS)

Screen also recognizes great games of 6, 7, 8, or 9 DART OUTS.
Cricket Stats for MARKS PER TURN.



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Players can now deposit many coins at once, then push a single start button for 1, 2, 3 or 4 players. Unused credits are stored for later play. So easy to use, it actually increases the coin-drop. PREMIER Edition is $ BILL ready, too, whenever you're ready.

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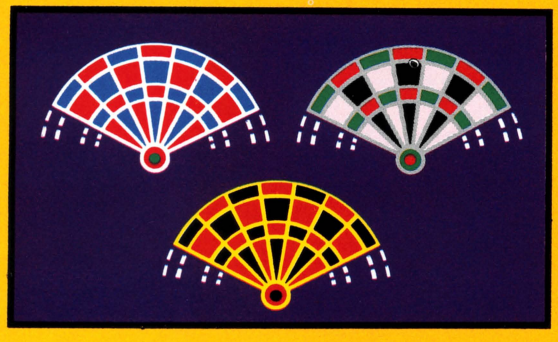

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NEW

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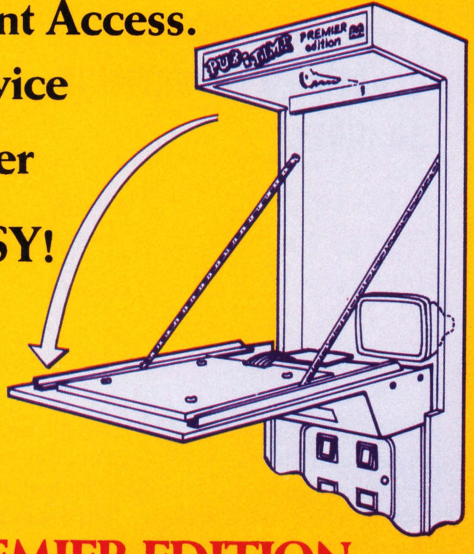

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PLAY·METER

MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

VOL. 14, NO. 5 | JUNE, 1988

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FEATURES

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Where are the Champions? 14

The popularity of home video games has again broadened the consumer base for electronic games in general. Crossovers from the hot home market may help bring more players into arcades, but what else can our industry do to capitalize on the attention currently focused on video games? Roger Sharpe asks thought-provoking questions about the industry rethinking methods of reaching the end consumer.

PAGE 50

Open Houses Abound 50

Open houses are a traditional activity after a major national show and this spring distributors welcomed local operators to view new product, socialize, enjoy good food, and possibly win one of the many door prizes offered. Good turnouts indicate a healthy industry and our color coverage of open houses from coast to coast support this feeling.

PAGES 48

Bull's Hollow 48

Humor is with us this month in the form of two prize features that will turn even the most cynical, stony face into a smile. First on page 48 is Bull's Hollow, a jukebox story to top all others, written in country vernacular. Next, on page 58, our favorite coin-op humorist, Dick Welu, has updated Murphy's Law as it applies to our industry.

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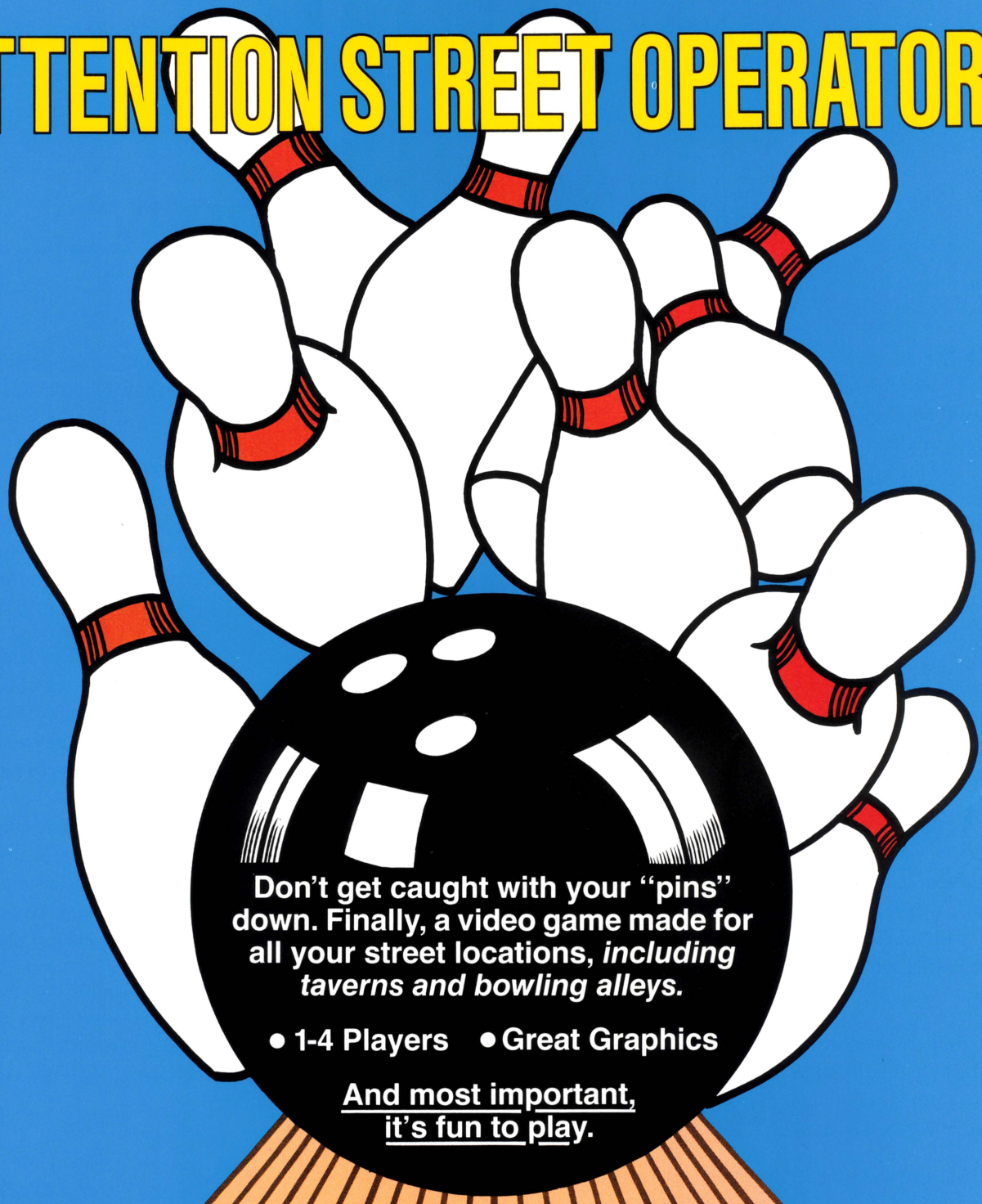
Cover: We're proud to have Leland Corp. represented on our cover because they are one of the few American companies at the top of the coin-op industry. Leland credits its research and development team for successes like *Quarterback* and *Viper*. Leland is currently developing four new games to be released in the coming months.

ATTENTION STREET OPERATORS:



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Play Me A Memory

We all have fond memories of dropping our quarters into the familiar friend that would play our favorite tunes. I know that lunch at A&A's sandwich shop during high school wouldn't have been the same without hearing 96 Tears by ? and the Mysterians at least five times. In fact, I'm humming it right now and fondly remember sinking my extra change into the jukebox just to hear it one more time.

And, if I was feeling especially sorry for myself for something, like no date on a Friday night or breaking up with a boyfriend, for only a quarter I could play several really sad songs and cry my eyes out. Don't you remember "Blue Velvet" by Bobby Vinton or "Listen to the Rhythm of the Falling Rain". Oooooh, those were sad ones all right! They carried me just fine after my breakup with, let's see that must have been Johnny!

I asked everyone here at work what their fondest jukebox memory was and it turned into quite a discussion. They all remember jukeboxes as part of their childhood and adulthood. Bonnie recalled ordering malts at the Surf and smootching with Larry to "In the Still of the Night." That's the malts that came in the metal container, not the kind today in nondescript paper cups.

Ron was working at the Royal Castle and each day when his boss came in he pulled a quarter out of his pocket, transferred it to the Seeburg and played "Selfish One." "I haven't thought about that in ages," Ron fondly recalls.

Margret had a lot of fun with this one and so did we listening to her tales! It seems that she was near an air base and would go to a place called By The Lake and play "Blue Tango" over and over again. "Boy, we had fun playing that jukebox," she remembers. "We also danced our feet off to Vic Damone who was called the Velvet Fog."

It wasn't so long ago that Renee saw an old jukebox that played 78s. "I can't remember exactly what songs we listened to but it was the big band stuff. But I do remember that I was totally fascinated and absorbed in how beautiful that box was," she said.

Carol Lea said she used to hang out in truck stops and remembers the countertop selections. By the way, she added that it was on family vacations and her dad said they got the best food at truck stops. "My dad would let me pick a song from the jukebox and I loved putting the quarter in and picking my songs. In fact, I still like doing that!"

It was fun talking about our experiences and memories of the jukebox. It's going to be exciting having a jukebox week acknowledging the important role the jukebox has played in all of our lives. Don't pass up an opportunity to promote it to your locations. There must be many ways to let the public know about the 100th anniversary of the jukebox. I was surprised at the last AMOA when AMOA functions featured bands when members of the association were busy passing out jukebox buttons! At the National Dart Association tournament, once again a band played away when a jukebox could have been used, especially with nearly a thousand dart players there!

A hundred years ago, no one had any idea how popular the concept of paying to hear a special song was going to be. Today, we do know how popular it is so let's shout it from the roof tops! HAPPY BIRTHDAY TO THE JUKEBOX!

Valerie Cognevich
Editor

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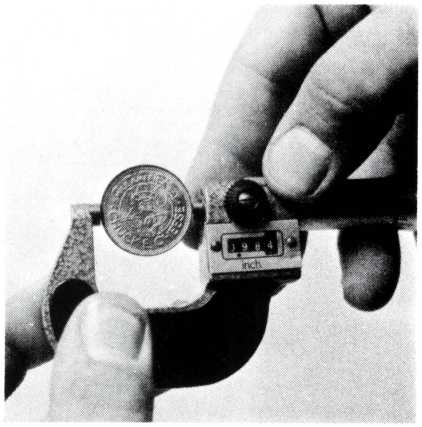

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THE CALENDAR

1988

JUNE 10 11 12

Illinois Coin Machine Operators Association annual meeting and trade show, Pheasant Run Resort, St. Charles, IL. Contact ICMOA, (312) 369-2406.

JUNE 4 5 6 7

International Summer Consumer Electronics Show, McCormick Center Hotel and Chicago Hilton & Towers, Chicago, IL. Contact CES (202) 457-8700.

JUNE 20 21 22

PayPhone Annual Conference and Exposition, Stouffer Waverly Hotel, Atlanta, GA. (In conjunction with the Operator Services '88 Conference and Exposition, June 22-24). Call (800) 227-1234; in Illinois (312) 986-1432.

JUNE 24 25

Amusement and Music Owners of Idaho summer fun meeting, Lewiston, ID. Contact AMOI (208) 376-8500.

JUNE 29 30 7/1

Bowling Proprietors 56th Annual Convention and Trade Exhibit, New York Hilton, New York. Contact BPAA, (817) 649-5105.

JULY 14 15

Montana Coin Machine Operators of America summer convention, Big Sky, MT. Contact MCMOA (406) 586-9526.

JULY 15 16

Pennsylvania Amusement and Music Machine Association annual meeting and trade show, Hershey Pocano Resort. Contact PAMMA (800) 232-5322; in state call (800) 521-7778.

JULY 21 22 23

Amusement and Music Operators of Texas annual meeting and trade show, Sheraton Hilton Hotel, Amarillo, TX. Contact AMOT (713) 779-4188.

JULY 21 22 23

5th Annual Billiard Congress of America Trade Expo, Commonwealth Convention Center, Louisville, KY. Contact Frank Zdy, (619) 278-3877.

AUGUST 4 5 6

West Virginia Music and Vending Association annual meeting and show, Gateway Center, Huntington, W.VA. Contact the association, (304) 949-3289.

AUGUST 12 13

Amusement and Music Operators of Virginia annual meeting and show, Ramada on 57th, Virginia Beach, VA. Contact AMOV (804) 262-9283.

AUGUST 12 13 14

Wyoming Candy, Tobacco and Coin Vendors annual meeting, Holiday Inn, Riverton, WY. Contact Tom Kilty (307) 635-6467.

AUGUST 26 27 28

Amusement and Music Operators of Tennessee annual meeting and trade show, Vanderbilt Plaza, Nashville, TN. Contact Tom Jackson (615) 242-7747.

LETTERS

Contract Holds Up

I recently obtained a judgment of approximately $171,665.00 in favor of an operator, Gene Lewin dba Pinball Plus, against a location on account of the location's breach of contract. The facts are quite simple. Gene's contract was effective as of February 1 and was for a term of three years. Gene was asked to remove his equipment in the first week of June following the effective date of the contract. At that time Gene had 138 weeks left to go. Gene was awarded the amount of money he could reasonably have anticipated receiving during the remaining 138 weeks of the contract term had he maintained his equipment there.

The bottom line is that the operator's position, where he has a contract, will be vigorously protected by our California Court system.

Harold I. Gould
Harold I. Gould Law Offices
Los Angeles, Calif.

Great Show

The ACME show and programs were excellent. The hotel and unions were fair and helpful. In summary, the entire event was good business and enjoyable.

Bob Snyder
Bob Snyder & Associates, Inc.
Walnut, Calif.

Welcome to California

Enclosed you will find an itinerary for the California Coin Machine Association's (CCMA) annual convention that will be held this year on May 20th and 21st, 1988 at the Hyatt Regency in Monterey.

I would appreciate it if you would print the information in your events calendar. The contacts for the convention are Kathy Waldie and myself. We can be reached at (916) 441-5451.

Thank you for your help and assistance in this matter. If you or any of your readers have any questions or need additional information, please call me.

Cindy Urcan
CCMA
Sacramento, Calif.

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"Blasteroids is bringing back players and quarters that we haven't seen in a long time. Earnings are very strong and I expect it to continue long term. Priced right, too"
Van West, Amusement Enterprises, Inc., Puyallup, WA.

"After six weeks in our arcade Blasteroids is still among the top games. It's a real good game and has shown good longevity."
Ken Smith, Putt-Putt Golf and Games, Arlington, TX.

"Blasteroids started off making over $400 a week for us and now after eight weeks it is still making over $200. Blasteroids is reminiscent of the past but it's an all new, exciting game."
Robert Kenney, Golfland, Sunnyvale, CA.

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FEATURE

Where are the Champions?

Will the Coin-Op Industry Ever Realize its Full Potential

by Roger C. Sharpe

I have been much more pensive the past months for a variety of reasons, not the least of which is the current state of the amusement game industry and the continued growth of the home video market. Admittedly, much of my recent writing has been focused on the boom in the home, but the observations have been toward what the coin-op industry can learn from this consumer success.

Unfortunately, the most immediate concerns are directed at understanding why coin-op appears to be standing still. Product during the last two years has been exceptional, but conversations still revolve around a "soft" market where the hit syndrome is in full force. No single machine is drawing multiple purchases and, instead, many manufacturers are struggling to get decent sales figures.

And so it is that we have witnessed an environment where one pinball producer has a strangle-hold over the competition, despite quality equipment from each of the manufacturers. In video, there's less than a handful of games getting the lion's share of attention while others scratch for whatever impact they can attract even at a time when collections have increased and overall coin-op performance is better than it has been since the beginning of the decade.

So what's the problem? I see the solutions as being basic to the way the industry has been doing business for more than fifty years. And much of the groundwork has been already accomplished by the response to home video not just during this renaissance, but even when the original game systems first appeared.

Home video has shown the appeal for game playing, as well as the fascination of this phenomenon by the news media. So rather than viewing this positive market growth as a threat to conventional operating practices, we should ask what can be learned, what can be adapted for promoting coin-op, and how can we regain some of the lost luster associated with this industry.

In many ways the anomaly regarding the relationship between home and coin-op is that it's only a one-way street when it comes to influence and attaining market credibility. Those companies involved with home products, from systems to software and even peripherals, are always going back to their roots in selling and positioning their output as being "arcade quality". For them, at least, the association is not just beneficial, but integral to business success in attracting the widest ranging audience who perceive "arcade quality" as the best.

So why does the coin-op industry tend to disdain this comparison and shy away from using some of the methods that are effective for the home in advancing its own market and audience base? The dilemma is an amazing one that I have tried to explain on countless occasions to reporters in the outside world as well as people who question why things are the way that they are.

I suppose that to put everything in perspective it's necessary to venture back to the beginnings of the coin-op industry. The methodologies for doing business haven't changed since the days of David Gottlieb, Ray Moloney, Sam Stern, Harry Williams, the Gensburgs, and so many others. There is still a traditional distribution channel and the paradox that, despite the fact that manufacturers are producing a consumable product, the end user (the player) never receives any directed messages promoting a specific piece of equipment, let alone the industry as a whole.

Except for the glamour days when people like me wrote books about pinball machines, a dearth of video game books that came later, and seven, count them, *seven*, video game magazines that were being sold alongside Time, Sports Illustrated, Esquire, etc., there hasn't been much that the industry itself has initiated in reaching the real world. Instead, the industry mood has always tended to be that of a reluctant combatant in what has never been an adversarial role to begin with.

But when the media hype did occur, it was as if the majority of the manufacturers at the time took the headlines to heart and felt that they were infallible. It was a license for mediocrity and the industry coined the phrase "hit syndrome" when the exceptional was needed to keep the momentum going. When "more of the same" continued in the early eighties, the writing was on the wall not just for coin-op but also the home market that was so closely aligned.

The market collapsed and no one needs for me to relive these times, but history repeats itself if you are to believe the old adage. Here we are approaching another explosion in home video entertainment that may well surpass the last incarnation and my fear is that many within the industry haven't learned anything from the last experience. We must find those who are willing to be the champions for the industry.

Home video is broadening the consumer base for electronic games in general. Unfortunately, the coin-op business continues to tap into the same hardcore market of players. Admittedly, coins and tokens may shift from one machine to another but, by and large, there aren't new players coming into the game

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And the reason has never been totally addressed by the coin-op industry. In order to attract players and increase earnings the industry must market to the players who are the end consumers. Putting a new game on location isn't enough to attract someone who has no motivation other than word-of-mouth. Too frequently new games are simply put into a line with all the other games and left to survive on its own appeal and playing power.

However, with the advent of the new home market, at least for video, some of this might well change. Look at the recognition factor of *Top Gun* from Konami which is crossing over both boundaries. In fact, Konami is going so far as to run commercials on the Nickelodeon network. I have also seen some print ads for Capcom in the New York Times promoting its Nintendo Entertainment System software with a $6 rebate after the holiday season.

So the old notion that advertising to the consumer doesn't pay may have to be rethought if we are to advance as an industry.

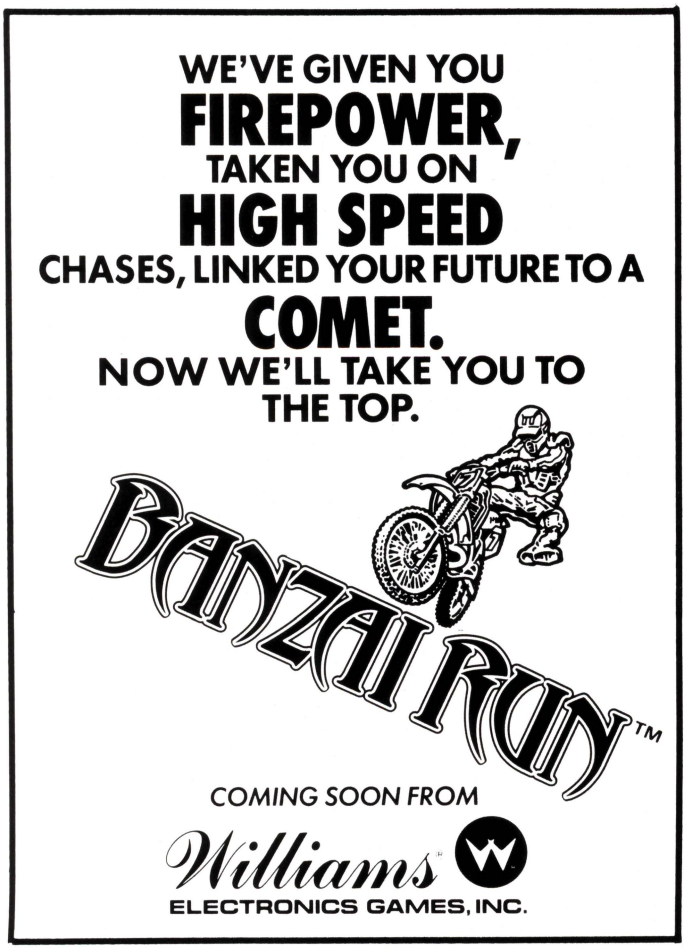
I have always been perplexed by the conventional wisdom that print advertising in the trades is enough to warrant the growth of a $4 billion dollar industry. Think what would happen if the movie industry only promoted new films via publications such as Variety and never did the media blitz which is so much a part of every release. What if the automotive industry never advertised direct to the consumer to hype the new models but, instead, left everything to the power of advertising in a magazine such as Automotive News. It's ridiculous, of course, and it should be just as ridiculous for the coin-op industry to ignore the very people they seek so desperately—the players.

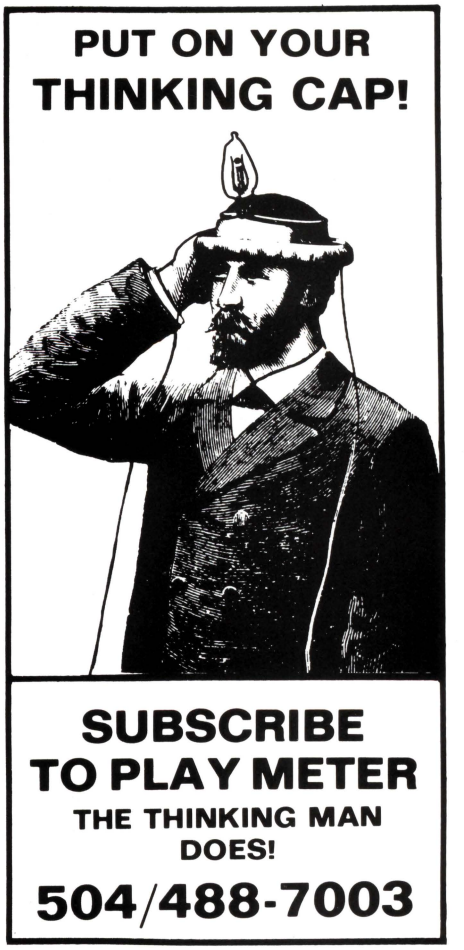
The time has come for the coin-machine industry to catch up with the rest of the outside world regarding promotion. History has dictated that this industry isn't a novelty business or even a passing fad. But we must constantly find ways to draw in the next generation of players and sustain existing players. To do that will take some fundamental changes in the way manufacturers advertise and promote.

With a strong distributor network, the opportunity exists for the utilization of co-op advertising via distributor/operator and manufacturer to promote a given machine. In-store signs must become an integral part of the overall marketing strategy of every company. Each must also focus on special promotional campaigns designed to increase market visibility.

It's a severe challenge. It can't be accomplished overnight but the corner must be turned if the coin-op industry wants not only to survive but to expand.

I know it's possible. Things can be done cost-effectively to maximize impact and revenue projections. Every manufacturer will have to realize that the time has come to imaginatively and innovatively market the products it creates in order to gain player support and ensure long term success.





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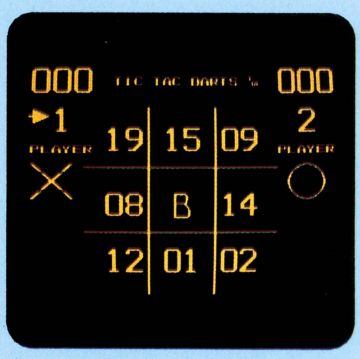

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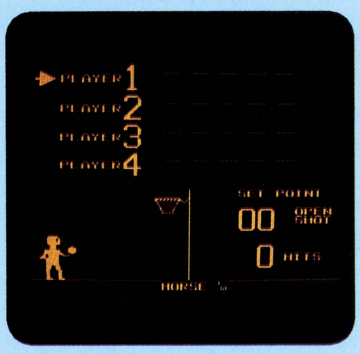

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Copyright Pending on both Tic Tac Darts™ and Horse™
Patent Pending - Video Monitor Application

IN MEMORY OF

Abraham Fish

Abraham Fish with Tom Riquier

Each friend represents a world in us.
A world possibly not born until they arrive,
and it is only by this meeting
that a new world is born.

—Anais Nin 1903-1977

Those who knew Abe Fish are mourning the death of a sincere friend. He was a man who was kind and thoughtful but took his business seriously. And that business, of course, was the coin-operated amusement machine business. He started the Connecticut Music Operators Association and was its executive director for 40 years. His roots in the coin-op industry span half a century.

Tom Riquier, who will become the association's new president, said that Abe ran the association the old fashioned way. He knew everyone in Connecticut and when something had to be done he just called one of his many friends. "He knew all the operators and they knew him," said Tom.

Five years ago, Abe successfully fought a sales tax on gross receipts for Connecticut operators. That may not seem so significant except that he was 75 years old at the time! "He had cancer for about five years but he was as sharp as the day he was born," Tom recalls.

Abe was so concerned about the association and the problems the Connecticut operators faced that one of his last duties was appointing new officers. "He wrote the agenda for the last meeting on his death bed," recalls Tom. "The next day he went into a coma and never came out of it."

Jim Duffy, executive director of the association, says, "Abe's word was his bond. He conducted his personal and business matters with that motto."

Gershon Weil, a friend of Abe's for many, many years, bought Self-Service Sales Co. from Abe 10 years ago. He had many fond memories of Abe and agreed with Duffy, "Abe was one of the most honorable operators you could ever find. He was a charitable man who helped anyone who needed help. He spent his whole life in this business and was devoted to helping operators get along with each other."

Abe's many friends in this industry all agree that Abe was a devoted friend and loved the industry. "I just can't say enough about him but if you didn't know him it's hard to explain," Tom summed up.

Abe left behind his wife Goldie and three children, Jerry, Jackie, and Scott.

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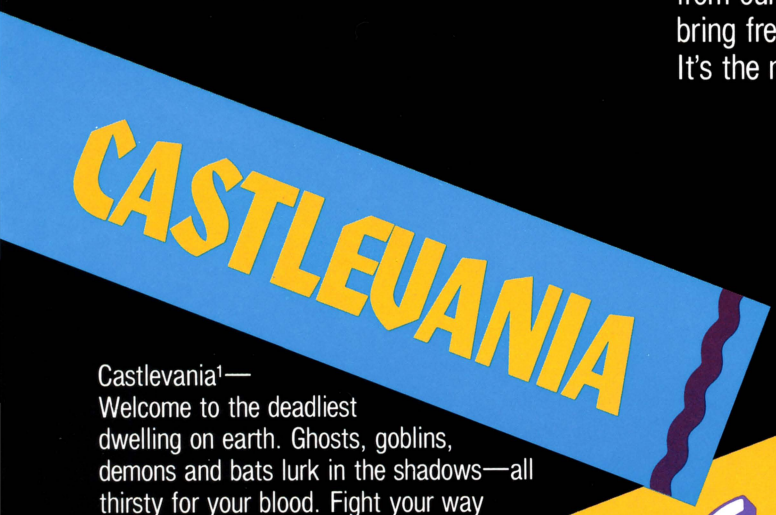
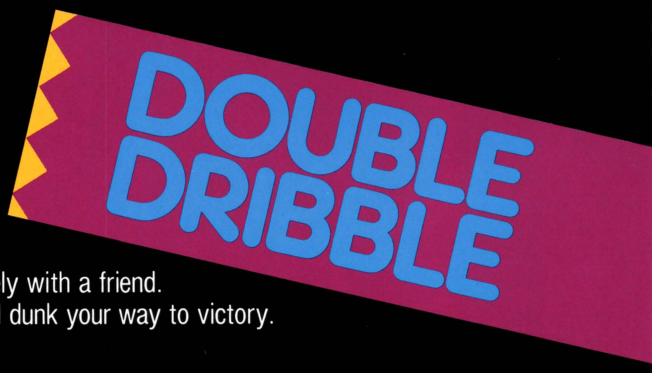


Castlevania[1]—
Welcome to the deadliest dwelling on earth. Ghosts, goblins, demons and bats lurk in the shadows—all thirsty for your blood. Fight your way to the tower to face a duel to the death with the evil Count.

Kung Fu[2]—
Challenge the masters of the ancient art in a test of strength, speed and sheer will. Every time you knock off an opponent another comes to take his place—but this time he's more dangerous, deadly and demanding. How long can you meet their match?



Double Dribble[1]—
The action takes to the court with all the sporting strategy and skill of live action play. Challenge the computer or play interactively with a friend. And dribble, pass, steal and dunk your way to victory.

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The Goonies II[4]—
The adventure continues...your pals are trapped in a complex underground maze by the ugly Ma Fratelli and her nutty sons. It's up to you to use the Goonies Locator to bring them all to freedom.

R.C. PRO-AM

R.C. Pro-Am[3]—
The power is in your hands as you pilot your remote-controlled vehicle around the track in a no-holds-barred race for the finish. Along the way, pick up added traction, acceleration or a boost of turbo power to gain the advantage.

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Ghosts 'N Goblins[5]—
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GUEST COMMENTARY

There's No Place Like "Home"?

by Louis Boasberg

May we present a full page ad that ran in a January Issue of USA Today? This ad was inserted by Kay Bee Toy Stores and advertised Nintendo, Sega and Atari home games. It just so happens that these three manufacturers are among our largest and among our very best purveyors of coin-op video games. No doubt, many operators read the ad with a bit of resentment toward these manufacturers because they are competing aggressively with the coin-op videos in arcades, game rooms, and street locations.

However, I see no cause for resentment. No doubt there are some movie studios that resent the thousands of video stores throughout the country selling video movies for the home. But to my way of thinking, home video games cannot begin to compete with large commercial model coin-op video games in any manner, shape, or form. Neither can the home movies compete with a new, exciting movie shown for the first time in theaters.

There are many attractions today causing both young and old, male and female, to seek the comfort and convenience of their homes. To name a few: regular network TV, cable TV, home video games, home movies, the readily available snacks, drinks, and many other attractions that were not available just a few years ago. But in spite of all these attractions and reasons for staying home, mankind is a gregarious animal. He wants social intercourse. He wants to get out and move around, go to parties, restaurants, night clubs, and other places of amusement. He requires merry-making, festivity, companionship, good conversation, and mixing with other people. Home may be where the heart is but too much home makes Jack a dull person.

The best example I can give you to illustrate my point is the fact that this writer, being a senior citizen (very senior), whenever there are big football games in our area such as Tulane/LSU, the Saints, a Sugar Bowl, or Super Bowl, I prefer the comfort of my home and chair to watch these games on television. However, practically everyone else wants to go to the games and be there in person. When I ask them why, especially when they can watch it on TV, their answer is that they want to be present for the excitement and be part of the game itself. They all state that they don't mind the hassle with traffic, parking problems, or standing in line for drinks, food and even the bathroom. So it is only the lame, the halt and the blind, and the old who like the comforts of home all the time! Everyone else wants to get out to mingle and mix.

So these are the reasons I have never feared the invasion of home video games. I think home video games are only a small part of a gourmet feast. They are the hors d'oeuvres, the appetizers, while the newest coin-operated games exhibited in arcades, game rooms, and other locations are the entree's and desserts–the main part of the meal. As long as manufacturers provide new and exciting coin-operated games, flippers, and kits, we have nothing to fear but fear itself from home video games and movies.

Whatever Happened To.....

No one is immune to this savage infection—not the strong, not the wealthy, not the gifted. Even when cocaine does not kill the body, it devours the spirit, sucking every morsel of dignity and self-respect, often bringing an agony much worse than death.

Readers Digest, May 1988

The quote above is how an article in Readers Digest began. Titled "They Dared Cocaine—and Lost," it featured true stories of several people whose lives were torn apart from the devastating effects of cocaine. Five million Americans are regular users of cocaine and each day 5000 more try it. Reading about the shattered lives of strangers is dismal, but it's even worse when it's a friend.

Bill O'Donnell, Jr. was such a friend to the coin-op industry. Groomed by his father, Bally founder Bill O'Donnell, Sr. to take over the top position at the company, a young Bill found himself on a path of self-destruction disguised as the road to happiness. He discovered that cocaine and alcohol helped him maintain an energy level he felt he needed to work hard and play even harder.

Bill, at just 33, had it all—he was vice president of a Fortune 500 company, had a beautiful wife, healthy kids, two Mercedes, a house most people just dream about, and enough money to buy whatever he wanted. But what he wanted was cocaine. Bill had always been an achiever, excelling at everything he did—even cocaine.

Bill's wife, Beth, saw all too well what was happening but couldn't alter Bill's course. Finally, Beth's love for her husband and her disgust at what he was doing drove her to an agonizing decision. "She told me I had to get help or move out," Bill recalls. Getting help was out of the question because Bill didn't admit he had a problem. And at this point his life was heading downhill.

"I was living in the street with street people," he said. "I was taking so much cocaine and drinking so much alcohol that I had open sores on my body. It was disgusting and degrading but I kept on doing it."

His kids were strangers as he remembers making promises to attend ball games and wouldn't show up. He had gone from bright young executive set for life to an addict with ravaged morals.

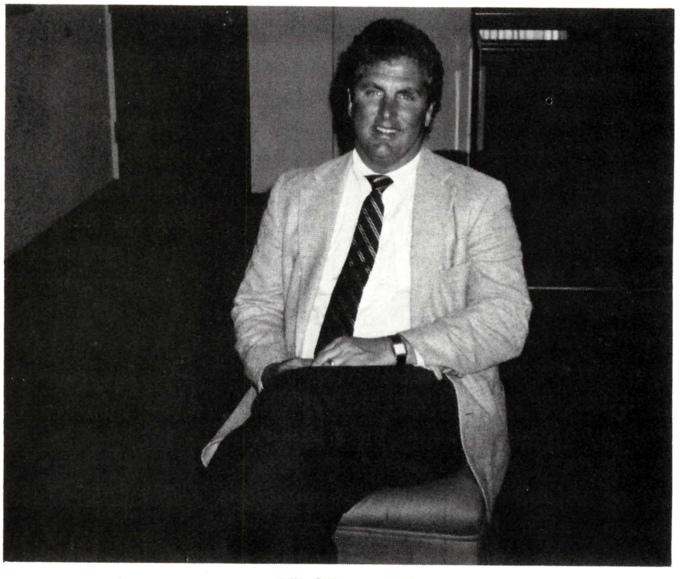
As Bill relates his story, you can see that it is still painful to recall the hurt he inflicted on his family. "My son just looked at me one day and cried out that he hated me," Bill recollects. "It was awful then and it's awful now to remember it. But my solution back then was to go get more cocaine so I would feel better."

Ironically, he managed to make it to work every day. "My secretary would lie when I had to miss meetings, he said. "Those that reported to me saw me change from an open-door kind of managing to keeping the door closed and not taking phone calls."

When the ultimatum finally came from his boss, Bob Mullane, he was forced into a treatment center. As the treatment began to work, he started seeing just what a mess his life really was. "Money and material wealth are what many people strive for and it's how they measure success. It was that success that enabled me to buy the drugs. However, after being through what I have, I have a new appreciation for my wife and my family and their place in my life. I see my sons' trusting faces and it breaks my heart to think what I did to them. We talk about it and are very open with each other and I know how much my problems hurt them. My priorities have been seriously rearranged," says Bill.

He shares his story willingly, emphasizing often that he is still an alcoholic and drug abuser though he has been off the stuff for five years. When he left Bally he had no idea where his future would lie. "It was scary," he recalls. "Here I am with everything I could ever hope to have and suddenly I don't even know where I'll be working next."

Bill's life now has meaning and is fulfilling. He and Beth are living in Arizona and running a rehabilitation facility called Sierra Tucson. He has taken a horrendous experience from his own life and applied the lessons learned in helping others overcome their addictions. The programs closest to his heart involve the children of addicts. "When someone is addicted to drugs or alcohol, they are not the only one to suffer. The family is shattered. It takes a lot of counseling and working together to bring families together again."



Bill O'Donnell, Jr.

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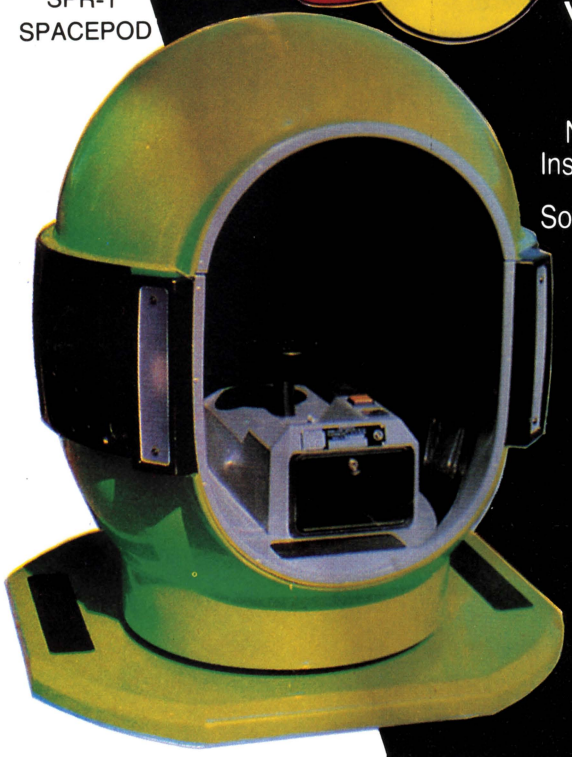
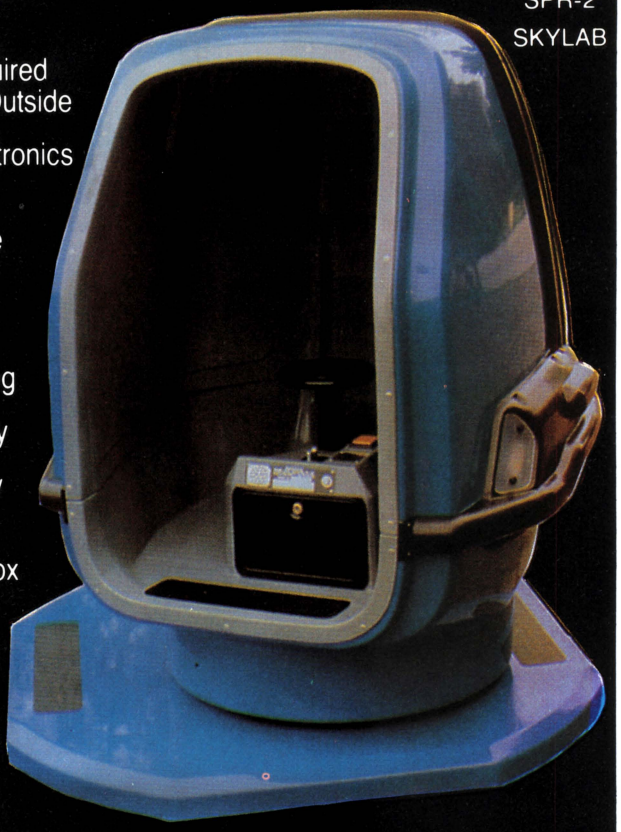


SPR-2
SKYLAB



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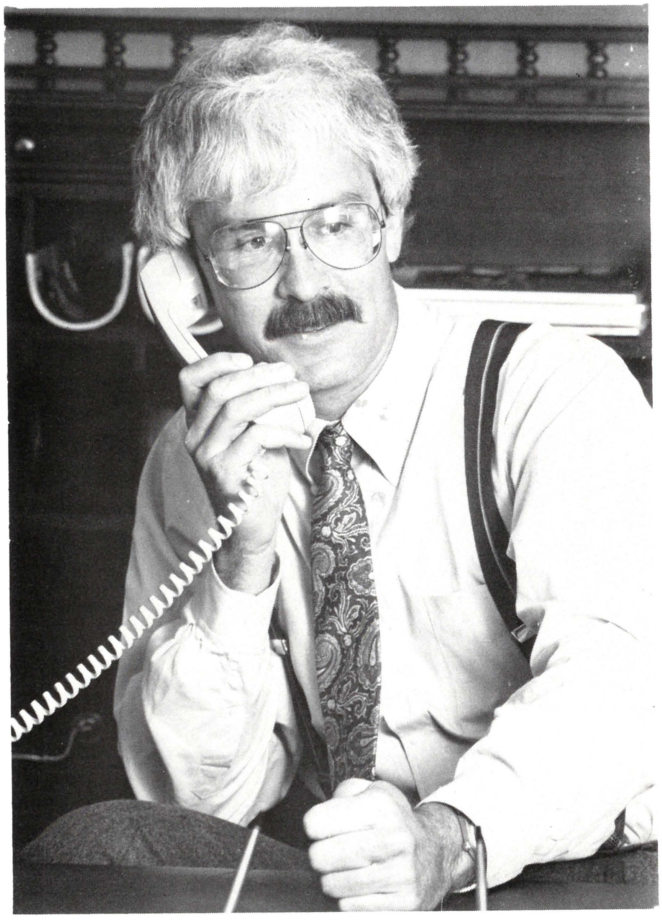
Leland's winning team!

On April 1, 1987, Tradewest, Inc., a Texas-based video game marketing company formed by distributor/operators Leland and Byron Cook, purchased the fixed assets and the computer and hardware properties of Cinematronics, an 11-year old video game company. Cinematronics had been a major company during the video boom with hits like *Space Wars* and was the first out with a laser game, *Dragon's Lair*, which turned out to be about the only successful one. However, the company had been forced to file Chapter 11 and was never able to pull itself out of it. Tradewest was an instant success with its first game, *Ikari Warriors*.

Under the direction of John Rowe, Tradewest and Cinematronics became The Leland Corporation and was reorganized and restructured with an emphasis on software research and development. The first game designed by Leland took approximately seven months in development. The game, *Quarterback*, has been a major success and has been called the best sports simulation game ever produced.

Leland's second game, *Viper*, is a shooting, action game. It was designed as either a dedicated game or as a kit for *Danger Zone*, a Cinematronics game. Operators at the recent ACME show in Reno consistently named *Viper* as one of the best games shown.



John Rowe, president.

Leland believes that the employees are the the heart and soul of this company. Totaling 90, all work towards developing the finest, most exciting games possible. John Rowe, president of Leland, brags that although the industry is 90 percent controlled by Japanese companies, Leland is an American company that has survived and has been able to compete profitably with the Japanese. ''We have a great deal of respect for the electronic design which the Japanese companies are able to create. However, when it comes to creativity and software, we feel that the American developers can and will demonstrate that the creativity and the vision so necessary to the creation of new product is alive and well in the U.S., and the same spirit of competition which built America still exists and is alive and well at The Leland Corp.'' said Rowe.

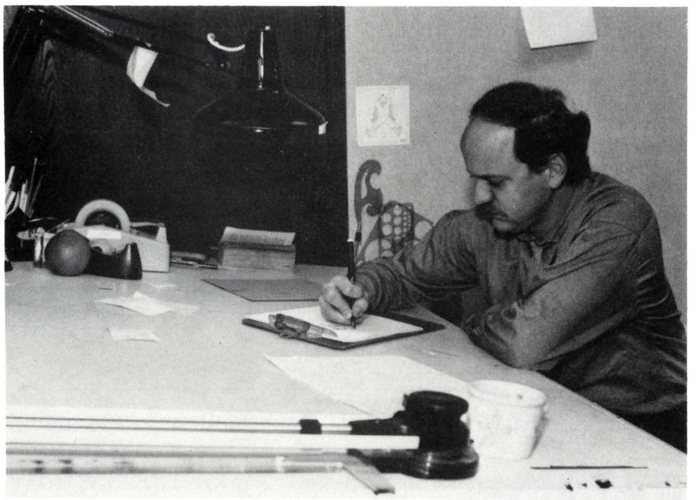
The R&D group, made up of computer programmers (under the direction of Medo Moreno) and graphic artists (headed up by Dan Viescas), is presently working on four more games which will be released in coming months. Medo and Dan have put together an exceptional team and claim their experience and expertise is unparalleled within the video game industry.

Eric Henderson is director of hardware engineering and assists the computer and graphics departments by designing state of the art computer hardware to support the efforts of the design group. David Dodd, formerly vice president of manufacturing for Sega, is responsible for production and manufacturing. Dave has assembled an experienced team of manufacturing technicians who make sure games are built solid, mechanically and electronically, and to withstand the rigors of street operation.

Ken Anderson heads up the marketing team which also includes Dennis Sable. Ken is a well-known and well-liked industry figure who has twenty years of experience. Dennis has 10 years in the industry and can not only sell a product, he can make a game, take it apart, and put it back together from his years of technical background. He knows video games from the inside out and claims that experience is very helpful to a salesman.

The chief financial officer is Cary Mathis, a CPA who had twenty years of experience with a major international accounting firm before joining Leland.

Leland boasts about its customer service department under the direction of Donna Jorgensen. ''Making our customers happy keeps us smiling,'' said Donna. ''Our company recognizes that it is important not only to build and sell a game, but to provide the after-market service, which is essential for operators satisfaction in maintaining high income in Leland Corporation games that the operators have on their routes.''



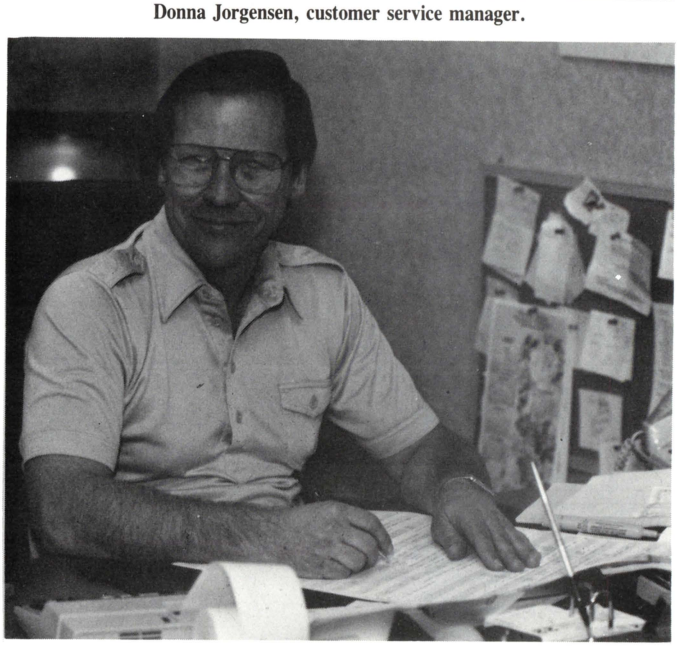
John Whitson, also known as "Dok Rarity", is a well-known comic book artist and writer.

Eric Henderson, director of hardware engineering.

Judie Thomas, John Rowes's administrative assistant.

Donna Jorgensen, customer service manager.

Sports games are Bob Skinner's specialty in programming.



Cary Mathis, chief financial officer.

NEWS

Ballouz starts new company, Fabtek

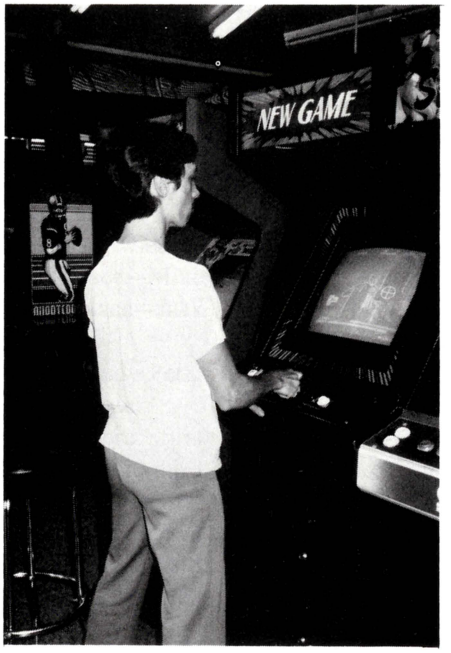
Well known coin-op figure Frank Ballouz has resigned his position as vice president of marketing for Nintendo of America in order to start his own company, Fabtek. The first Fabtek game is *Dead Angle*, a one-or two-player shooting game that challenges players to eliminate gangsters around the globe.

Ballouz has been with Nintendo for five years, and previously held several other executive positions with other major manufacturers over his 14-year career. Ballouz is currently president of the American Amusement Machine Association (AAMA).

According to Ballouz, starting his own company has been a longtime dream. He has expressed his confidence in the industry by making this move. Fabtek will license and market video kits for the U.S. Ballouz stated, "I want to give operators what they need." He will be traveling overseas in search of games that will provide good return on investment.

The game has been testing and it looks good. Play Meter's Valerie Cognevich and Bonnie Theard went to Louis Boasberg's Fun Arcade to see the game and talk to players. "I really like the way it plays," said one player. "It's really fast and exciting," said another.

At present the address for Fabtek is 13807 N.E. 48th Place, Bellevue, WA 98005; (206) 883-3551.



A player tries *Dead Angle*.

Crane games now legal in Wisconsin

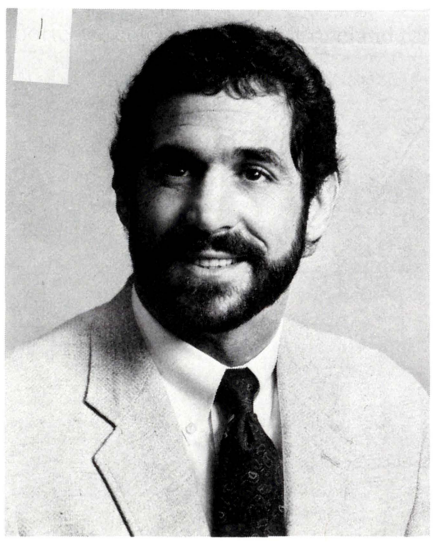
Strategy for gaining enactment of the Crane Bill in Wisconsin paid off as Wisconsin Governor Tommy Thompson signed into law on April 20 a measure that legalizes all crane games in the state.

The bill had earlier passed the State Senate 29-2 and was adopted on a voice vote of the Assembly. The legalization was drafted at the urging of Wisconsin Amusement and Music Operators (WAMO).

WAMO lobbyist Tom Coenen persuaded two key committees to promptly conduct public hearings on the measure and worked vigorously to allay preliminary fears expressed by the Department of Justice. Leaders of WAMO testified at both hearings and allowed lawmakers to play an actual crane game to see its operation first hand.

The new law requires an operator to register each crane with the State Department of Regulation and Licensing for a one-time fee of $120. In return, the operator is granted an ID sticker that must be affixed to each game on location. Merchandise awards from a crane are limited to prizes, toys, and novelties, each having a wholesale value not more than seven times the charge to play the game, or $5, whichever is less.

Present at the bill signing ceremony were Ralph Fleege of Mitchell Novelty Co., Milwaukee and president of WAMO; also Jim Stansfield Jr. of Stansfield Vending, La Crosse; Roger Westmont of Modern Specialty Co., Madison; and Joe Phillips, WAMO executive director.



Frank Ballouz

Wisconsin Gov. Thompson signs bill legalizing cranes.

Lou Georges making comeback

Lou Georges, owner of Lou Georges Vending in Pittsburgh, founder and first president of the Pennsylvania Amusement and Music Machine Association (PAMMA), is recovering well from serious injuries he suffered in an auto accident in late 1987. Georges is still involved with PAMMA and plans to work in customer relations.

Georges was again elected president of the association in July 1987 before the accident interrupted his term of office. He has been recovering at the Harmorville Rehabilitation Center and will be there until the end of June. Then he plans to become more active with PAMMA and work in his company again on a limited basis.

George's daughter, Suzanne McWilliams, and her husband, Brian, have been involved in the business for a number of years and have taken over the reins of the company. "My Dad is a very strong person," said Suzanne, "He's been truly amazing. I can't say enough positive things about him and how he has worked hard to come back to an active life. He's always asking what's going on with PAMMA."

Georges, now a quadriplegic, is encouraging operators to attend the upcoming PAMMA annual meeting and state show July 15-16 and plans to attend the event himself. It will be one of his first major outings back in the coin-op business since his accident. During his absence, Del Guerrini, PAMMA president the previous year, is serving as president.

Friends in the industry who would like to contact Georges may write to him at 619 Brookline Blvd., Pittsburgh, PA 15226. Always looking forward, Georges is having a van specially outfitted for him and is planning a new one story ranch style home. PAMMA members who enjoyed association meetings at his home and remember the fine food, will be happy to know that Georges hopes to entertain again and is anxious to greet all his industry friends in person.

Lou Georges

Wisconsin declares dart day in April

Wisconsin received a special honor when Governor Tommy Thompson declared April 22 Wisconsin Dart Day to coincide with the state electronic dart tournament sponsored by the Wisconsin Amusement and Music Operators (WAMO) that opened the same day. The proclamation was promoted by State Representative Cathy Zeuske.

The WAMO Dart Tournament was held at the Americana Resort in Lake Geneva, Wis. A record-breaking crowd of shooters attended to make it one of the largest state tournaments of its kind in the country.

Prize money of up to $25,000 was awarded among the winners of the event. The tournament was co-sponsored by Coors Beer. Pioneer Sales and Service in Menomonee Falls supplied 45 Arachnid dart machines for competition and Merit Nomac provided another 45 *Pub Time* dart machines for the event. Only players in WAMO-sanctioned leagues participated in the tournament.

MOMA elects Norberg-Paulsen

Tami Norberg-Paulsen has been elected the first woman president of the Minnesota Operators of Music and Amusements (MOMA).

Tami Norberg-Paulsen

Norberg-Paulsen, the secretary-treasurer of C & N Sales Co., Inc. in Mankato, Minn. is the third member of her family to be elevated to the presidency in the history of the association. Coincidentally, the family-owned business celebrates its 60th anniversary this year.

Currently a member of the board of directors of the Amusement and Music Operators Association (AMOA), she is also the president of the AMOA National Dart Association. Having served on numerous committees state-wide and nationally, she is in demand as a participant in industry wide educational seminar panels.

Other elected officers are: Ernest Woytassek of Tri-State Music Co., Breckenridge, vice president; Jim Hannegan of Harold Awe Co., St. Paul, secretary; and Roger Rasmussen of Music Service and Vending Co., Marshal, treasurer.

Newly elected to the MOMA board of directors are: Ken Cipperly of Theisen Vending Co., Minneapolis; Dan Galvin of D&G Amusement, St. Paul; and Rick Krauth of United Music Co., Fargo.

Serving as honorary directors are the retired former executive director, Martin Kallsen of Worthington, and the two past presidents of AMOA from Minnesota - Norman Pink of Minneapolis and Richard Hawkins of Rochester.

Valley presents industry awards

The Valley Company has presented its Distributor of the Year award to Hanson Distributing, of Bloomington Minn., for outstanding distributor achievement through 1987, and its most improved sales award to Peach State Distributing Co. of Atlanta, Ga.

Alan Schafer, vice president of marketing for Valley, said, "Hanson Distributing has been a Valley distributor since 1985 and during that time they have proven themselves to be both an innovative as well as a dedicated marketing company rather than an umbrella of simply selling a product.

"Hanson was one of the first companies to actively promote foosball, pool, and darts, and they believe that their areas of interest in music, pinball, pool, and darts to be the future of the amusement industry."

Ray Hibarger, president of Hanson, stated he was "Both honored and pleased to accept this highest award for distribution achievement. On behalf of all our staff in the Bloomington and Warren, Mich. offices, I take this opportunity to pledge our company to the interests of the industry and to fine companies like Valley, who represent the highest level of product quality in the pool industry."

Referencing Peach State, Schafer commented, "Peach State Distributing represents all that is best in the amusement industry with their total dedication to the sale of quality and high performance games. Peach State exceeded our targets by innovative and dedicated sales strategies and techniques."

Schafer complimented the Peach State Staff, led by Dick Shershon and Earl Charlton.

"The Staff of Peach State is honored to receive this prestigious award from Valley which always looks for, expects, and receives excellence in their business association and we at Peach State are proud to have been singled out for the Most Improved Sales award for 1987," said Shershon.

Alan Schafer, far left, and Emil Marcet, far right, with Peach State staff, winners of Valley's Most Improved Sales.

Hanson Distributing staff, winners of Valley's award for distributor of the year.

Rowe and RCA join in promotion

Rowe International, Inc. and RCA Records announce a joint promotion on behalf of the "Dirty Dancing Tour" and the *Rowe Video Jukebox*. In the months of June and July, the *Rowe Video Jukebox* will feature a number of video clip selections taken from the hit movie "Dirty Dancing"; the soundtrack has already sold over nine million copies worldwide.

Each clip will be specially marked on the selection panels, and will appear as an automatic selection when the box is not in use. In addition, every *Rowe Video Jukebox* location will receive album and tour posters, album flats and other merchandise to decorate their locations as part of the promotion.

Rowe and RCA are also running a contest in eight select markets (San Francisco, Chicago, Los Angeles, Houston, Cleveland, Pittsburgh, Detroit, and Boston) where the jukebox operator who puts together the most impressive "Dirty Dancing" location display will win tickets to see the show in their town, including VIP limousine service to and from the concert and backstage passes to meet the stars.

This promotion, like the sponsorship of the Superbowl XXII Halftime show, is just one of many planned by Rowe in the coming months in its continuing support of the 100th anniversary of the jukebox.

AAMA endorses Berne Convention

The American Amusement Machine Association (AAMA) has endorsed pending changes in U.S. Copyright Law which would permit the U.S. to join the Berne Convention while preserving the compulsory jukebox license.

Frank Ballouz, president of AAMA, stated that the manufacturers and distributors of coin operated amusement equipment, including jukeboxes, endorse the Berne Convention Implementation Act of 1988 and support the efforts made

by the Amusement and Music Operators Association (AMOA) in this area.

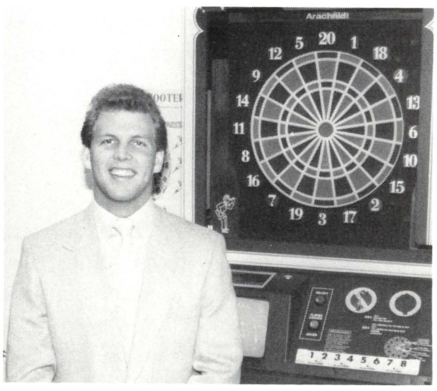
Ballouz added that the manufacturers are sensitive to the needs and wishes of the members of AMOA and state that he is happy to be able to support the outstanding efforts during the last year accomplished by AMOA regarding the Berne Convention. In particular he praised the efforts of former AMOA president Richard Hawkins and current president Wally Bohrer, who testified Feb. 9 before the U.S. House Subcommittee on Courts, Civil Liberties, and the Administration of Justice on the Berne Convention.

Ballouz further stated that if the coin operated amusement industry is to be a strong industry, all facets of the industry must join together to support legislation that benefits all sections of the industry; manufacturers, distributors, and operators.

Chris Beall joins Arachnid

Arachnid announces the addition of a new field sales representative, Chris Beall, who will travel across the country and in Europe to advise game operators on how to successfully use Arachnid's league and tournament program. He will also represent Arachnid at trade shows and help to run *English Mark Darts* tournaments.

Beall, son of Arachnid president Paul Beall, grew up within the industry. He gained a great deal of experience by working many dart tournaments since a young age, including the large and successful *BullShooter* Tournaments.



Chris Beall

NYSCMA holds trade show

The New York State Coin Machine Association (NYSCMA) Trade Show held April 8-10 at the Turf Inn in Albany, N.Y., included exhibits and educational seminars on management and service plus the annual meeting.

The management seminar was conducted by industry speaker/writer, Frank "The Crank" Seninsky. His topic was Fattening the Bottom Line. A service seminar, Servicing Pinballs was conducted by Tom Cahill of Williams Electronics.

During the event, members had an opportunity to meet the new officers of the association, to hear reports and plans of the various committees for the association year, to act on suggested bylaws changes, and to express their concerns about issues facing the industry.

Among the exhibiting companies were: A-1 Products, Ace Novelty, Betson/Advance, Brandt Systems, Dan Brechner, Don Records, Entertainment Video, Eton, Frey Enterprises, J-S Sales, Johnston Products, MAAP, Nadel and Sons, Nancy Sales, Owl Darts, Penn-Ray Sutra, Seeburg, Syracuse Coin, T & M Distributors, Tekbilt, T.O.P. Distributing, The Valley Co., Upstate Distributing, Victor Conte Sales, and WICO.

CJI names Cowles and Rattray

CJI Industries, Inc. has named Bruce Cowles as president of Rowe International, Inc. and Douglas Rattray as president of Brandt, Inc. as part of a general restructuring of the Rowe/Brandt group.

Cowles continues as an officer of CJI and Triangle Industries, Inc. As part of his CJI responsibilities, Cowles has been associated with Rowe for the past two years. Rattray had been vice president of manufacturing for Rowe/Brandt.

William Pollert, CJI senior vice president, said that the restructuring included reestablishing Rowe and Brandt as separate operating companies. "Our primary objective is to provide greater management focus on the growth opportunities and competitive challenges facing the individual companies," he added.

Rowe is a leading vending machine and jukebox producer and Brandt is a leading producer of coin and currency handling products and systems.

Condom units placed in colleges

Two California college campuses have recently had condom vending machines installed on campus. Both Los Medanos College in Pittsburgh, Calif. and Diablo Valley College in Pleasant Hill, Calif. have installed the machines with much support from students.

Condoms at both colleges sell for 50-cents and are supplied by San Diego-based Far West Vending Co. at no cost to the college. Student associations receive 23 percent profit from the sales and plan to donate these funds to AIDS research and education.

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SHUFFLEBOARD

Shuffleboards are back . . . and making money!!!

Dimensions:
Playing Surface:
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Cabinet: 22'long x 27"wide

FEATURES:
* 3" Solid Maple Playing Surface with Silk-Screened Graphics
* Microprosessor Controlled
* Over-under Cash Box Doors
* Smaller 16' size available
* Available without coin doors for time rental play or home use

PLAYFAIR SHUFFLEBOARD CO., INC.
7021 Bluffton Road
Fort Wayne, IN 46819
(219) 747-7288

Video games blamed in N.J.

Newark's West Ward merchants with coin operated video games have been rankled by West Ward Councilman Ronald Rice who demands strict adherence to the letter of local law regarding the games, which he views personally as at fault for many ills.

Rice stated, "These video games are adding to the breaking and enterings, sale of drugs, loitering, littering, and truancy throughout the city, as well as providing a cover for juvenile offenders. While merchants are calling the police departments to complain about such activity, by operating video games they are in actuality aiding and abetting the offenders."

Rice vows to visit locations with inspectors to detect violations of the law, one of which states that there must be 100 square feet of unobstructed floor space for each amusement device located within a room. Another requires that no coin-operated video machines be within 200 feet of any school.

Video Jukebox to buy station

The Miami company Video Jukebox Network announced that it has entered into a six-month option agreement to purchase from Jeffco Broadcasting KO-4NL, Channel 4, a low powered television station in Des Moines, Iowa.

Video Jukebox Network currently offers viewer selected music videos on one low-powered television station and seven cable systems.

IAMOA elects new officers

The Indiana Amusement Music Operators Association (IAMOA) recently elected new officers and a board of directors at its last annual meeting at the Waterfront Plaza Hotel.

Officers are: president, Joel Essex of Video Ventures, Ft. Wayne; vice-president, Wayne Cunningham of CPC Music, Crawfordsville; treasurer, David Dugan of Amusement Equipment, Chrisney; and secretary, David Sheehan of J&J Distributors, Inc., Indianapolis.

Members elected to the Board of Directors were: Gib Clevenger of C&C Amusement Inc., Richmond; John Parlipiano of Just Darts Inc., Indianapolis and Fred Dunham of Action Amusement, Laporte.

In other IAMOA news, the association held it's second annual $10,000 State Electronic Dart Tournament March 18-20 and the sixth annual $5,000 State Valley Pool Tournament April 29-May 1. Both events were at the Waterfront Plaza Hotel.

Ride Dynamics names distributors

Ride Dynamics announces the appointment of 15 new distributors for its state-of-the-art kiddie rides.

Ride Dynamics introduced the newest rides in its line *SPR I* and *SPR II* at AMOA in 1987. These rides do not require electricity and have total site independence. With more rides slated for the near future, Ride Dynamics wants to be a leader in innovative kiddie rides with the operator in mind.

The distributor list includes:

A & B Vending, Salem, Ore.; (503) 588-1703

Belam S.E., Orlando, Fla.; (305) 621-1415

Belam S.E., Miami, Fla.; (305) 857-3381

Brady Distributing Co., Charlotte, N.C.; (704) 525-8130

C.A.Robinson, Los Angeles, Calif.; (213) 735-3001

C.A.Robinson, San Francisco, Calif.; (415) 871-4280

Coastal Amusements Dist., Levittown, N.Y.; (516) 731-8900

Mondial International Corp., Springfield, N.J.; (201) 467-9700

Mountain Coin Machine, Las Vegas, N.V.; (702) 736-1983

New Orleans Novelty Co., Metairie, La.; (504) 888-3500

Rowe International, Dedham, Mass.; (617) 329-3482

Rowe International, Memphis, Tenn.; (901) 345-7811

Southgate Amusements, San Antonio, Tx.; (512) 824-9223

State Sales & Service, Baltimore, Md.; (301) 944-5060

V.V.S. Inc., Kearney, Neb.; (308) 784-2164

NAMA hosts vending show

A record number of exhibitors reserved all the available space for the 1988 Western Convention-Exhibit of Vending and Foodservice Management April 15-17 at the Anaheim Convention Center in Anaheim, Calif., sponsored by the National Automatic Merchandising Association (NAMA).

"It's an all-time high in numbers of exhibitors, and our advance registration of industry members was way up over anything we've ever seen for our west coast show," said Jack Rielley, director of sales for NAMA.

Six different companies displayed cash card systems for vending machines, emphasizing the interest in this new methodology. There were two exhibitors with videotape rental dispensers, two others with water vending machines, and several promoting French fried potato vending machines.

Meetings included feature presentations and discussions on security, marketing, and office coffee service.

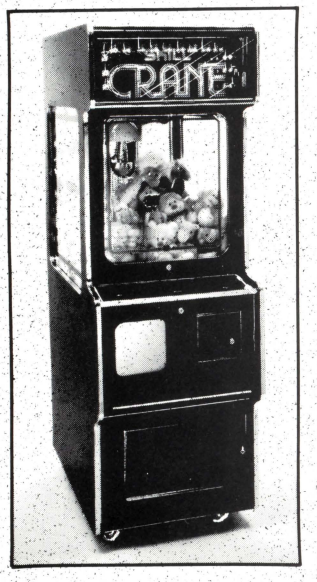
Don Phelps, Food Systems, Inc., Buena Park,Calif.,served as convention chairman, Marge Koss, Rowe Service Company, Inc., Rancho Dominquez Calif., was ladies' activities chairperson, and Leon Schneider, Superior Coffee and Foods Company, Bensenville Ill., headed the trade show advisory committee.

EMDIA adopts new dart rule

The English Mark Darts International Association, governing body over English Mark Darts tournaments and leagues, has instituted a new rule to its darting regulations, first put in effect for the BullShooter III Finals held May 28-30 in Chicago.

Making Games is our Business. Operating them is yours.

Co-operation! Not Competition!



We at SMS believe in co-operating with operators by providing them with the finest quality state of the art coin-operated machines anywhere.

We believe that competing with our customers is bad business.

Our policy is "Co-operation! Not Competition!"

Afterall, Making Games is Our Business.

Operating Them is Yours!

For more detailed information regarding our extensive line of games, please contact the SMS Manufacturing Corporation.

SMS manufacturing corporation

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Lakewood, NJ 08701

FAX (201) 363-6329
In NJ (201) 370-3030
Telex # 132168
Outside NJ (800) 221-0138

The rule deals with Pro Player qualifications and states: Any player may enter the prestigious Pro Singles 301 Double In Double Out event if they so desire. The following are qualified as Pro caliber and are prohibited from entering the Open Singles 501 event: the top three places in the Pro Singles event from each sanctioned Bullshooter regional tournament May 1987 through May 1988; first place in the Open Singles 501 event from each sanctioned Bullshooter regional tournament May 1987 through May 1988, including all State and other Major EMDIA managed tournaments; the top 16 finishers in the Open Singles event at Bullshooter II May 1987.

This qualification will also be made at Bullshooter IV and all 1988 and 1989 Bullshooter regional sanctioned tournaments including all state and other major EMDIA managed tournaments, and include the top 24 places in Pro Singles from Bullshooter III May 1988. All 1988-89 Bullshooter regional tournaments will prohibit the Pro caliber players from entering the Open Singles 501 events. The Pro caliber ranking will be in effect for individual players for a period of 13 months from the date the qualification was made.

These players are not required to enter the Pro Singles event, and may choose not to participate in it, but may not enter Open Singles 501 under any circumstances. This rule applies only to Open Singles 501 and Pro Singles events. Pro caliber players may enter any of the other events they choose.

Currently 45 players have qualified under EMDIA regulations as Pro caliber.

Nichibutsu names show winners

Nichibutsu USA selected winning names from the list of visitors at their booth during the recent ACME show in Reno. Nev. Lucky recipients of video cassette players are: Lee De Fore of Cobb Theatres in Birmingham, Ala.; David Peck of Family Amusements in Los Angeles; and Dave Patterson of Sunbelt Amusement and Vending Sales in Dallas.

The company, doing well with its kit *Terra Force*, reports favorable reviews of ACME. Many operators combined a visit to the show with a family vacation, and that made for a good turnout for all exhibitors.

SNK appoints Zook and Tate

SNK Corp. of America announces the appointment of Neal Zook as director of operations and Tracy Tate as national sales manager.

Zook's responsibilities will be to oversee customer service, production and shipping/receiving. His most recent position was as systems administrator and customer service manager for Data East USA, Inc. Previous to that he had similar responsibilities at Exidy, Inc. and Namco.

Tate will be responsible for national sales in the coin-op division. ''His experience in sales, customer relations and finance will be a great asset to our company,'' said John Barone,vice president of SNK's coin-op division.

Tekbilt handles Mars Validator

Tekbilt, Inc. has been appointed a major distributor for the Mars high denomination bill validator that accepts $1, $5, $10, and $20 bills.

This Mars Electronics Bill Validator with full one-year warranty is the smallest manufactured; you can hold it in the palm of your hand. It's compact one piece design makes it an easy to install and easy to retrofit bill acceptor. The maintenance free design and short bill path means less down time and jams.

Operators and distributors wishing more information can contact Tekbilt, Inc., P. O. Box 337, Willow Grove, PA 19090; (800) 666-7776 or FAX 1-215-784-9219.

AMOA gears up for next Expo

The Amusement & Music Operators Association (AMOA) is busy planning its 39th international exhibition and educational seminar for the coin-operated amusement, music, and vending industry set for November 3-5 at the Hyatt Regency Chicago.

Historically, thousands of owners and distributors of coin-operated amusement, music, and vending equipment attend this showcase of manufacturers' products and technologies including pinball games, jukeboxes, pool tables, pay telephones, video games, cranes, electronic darts, cigarette vending, and other coin-operated equipment.

Expo '88 educational seminars will feature recognized industry, government, and management experts addressing a variety of topics ranging from technical issues and regulatory trends to management skills and increasing productivity.

Named to chair the AMOA Expo '88 planning committee is Clyde Knupp, Amuse-O-Matic, Fort Dodge, Iowa. Seven planning committee subcommittees also have been appointed to oversee specific aspects of the show. Chairmen of the subcommittees are: Awards - Vincent Storino, S&S Amusement Co., Toms River, N.J.; Banquet - J.B. Reeves, JIM III, Whiteville, N.C.; Education - Randy Chilton, Chilton Vending, Wichita, Kan.; Exhibits - Bill Stone, Stone Amusement Co., Tullahoma, Tenn.; Hesch Promotion - R.A Green III, Rosemary Coin Machines, Myrtle Beach, S.C.; Registration - Jerry Derrick, Derrick Music Co., W. Charleston, W.Va.; State Show - Walter Bohrer Jr., Hastings Distributing, Milwaukee.

Merit offers dart outerwear

Merit Industries introduces a full line of accessory outerwear for the *Pub Time* and *Bull Buster* dart player.

Included are fashion jackets, T-shirts, sweaters, sport shirts, and caps in a variety of colors and styles. Imprinted or embroidered with either the *Pub Time* or *Bull Buster* logo.

For more information, contact Merit Wearable Program, c/o Merit Industries, 2525 State Road, Bensalem, PA 19020; (800) 523-2760 or (215) 639-4700, FAX 215-639-5346.

Irish association holds annual show

Coin-Op '88 the Irish Amusement, Leisure, and Vending Exhibition, was recently held in the Burlington Hotel, Dublin. The show proved the health of the Irish industry at present.

Exhibitors from northern and southern Ireland, Great Britain, and the U.S.A. took part, helping to make Coin-Op '88 the largest show ever in Dublin.

Mary Openshaw was presented with the amusement and leisure industry award at the opening of the show in appreciation of her outstanding contribution as an international journalist.

Journalist Mary Openshaw with Eamonn Nugent, chairman of the Irish Amusement Trade Association.

Full Spectrum expands facility

Full Spectrum Coin-Op Amusement Games, Inc., operators and distributors of coin-op amusement games since 1981, has opened an expanded headquarters facility to accommodate its business growth.

"Moving the operation from nearby Belmont into this larger facility," explains John Potenza, president, "keeps us centrally located to the entire Bay Area, while allowing us to increase our staff and operating space and to expand our customer services."

Full Spectrum is now located at 1200 Industrial Road, Unit 1-A, San Carlos, CA 94070; the phone number is unchanged (415) 592-2801.

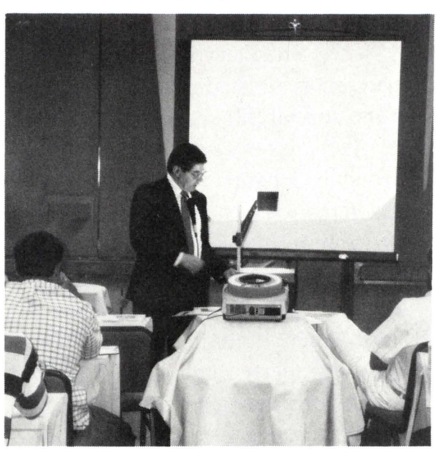
Full Spectrum staff in front of new office, l to r: Teresa Whitney, C.R. Biteman, Eric Wallack, Chuck Markham, Doug Shepard, Elizabeth and John Potenza.

Snyder holds game seminar

Bob Snyder, games and gambling expert who heads the consulting firm Bob Snyder & Associates, Inc., recently concluded a three day seminar on carnivals, midway games, game odds and legalities, and game frauds at the Doubletree Hotel in Orange, Calif.

The game and frauds seminar, pioneered by Snyder, is in conjunction with the Chapman College Criminal Justice Department. This year registrants experienced hands-on exposure to casino craps and roulette game tables.

For information regarding future seminars, call (714) 595-1237.



Bob Snyder conducts games seminar in Orange, Calif.

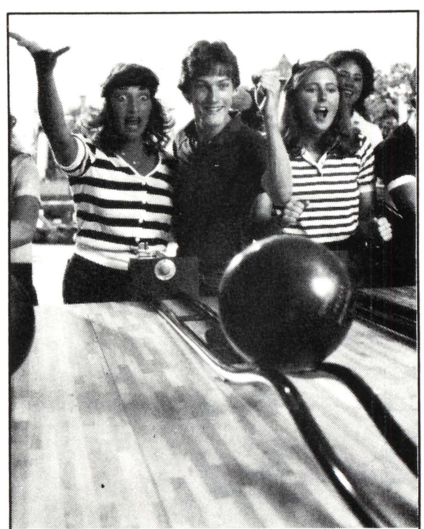
ASCAP donates to Hesch Fund

The American Society of Composers, Authors and Publishers (ASCAP) recently contributed $2,440 in unclaimed 1985 jukebox rebates to the Wayne Hesch Scholarship Fund which this past year gave 20 scholarships in the amounts of $1,000 each to deserving students throughout the country.

The fund was named for past AMOA president Wayne Hesch, who placed a high value on education. AMOA appreciates the generous donation, especially considering the funds are from the industry and are being funneled back for distribution in a worthy area.

Florida cranes in limbo state

The Florida Department of Business Regulation has issued a non-opinion as



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to the legality of crane games, meaning that in establishments that sell alcoholic beverages, the legality of crane games will be determined on a case by case basis.

Marie Mattox, Florida Amusement/Vending Association attorney advises, that until there is a definite ruling by either a state agency or a court, crane games should remain in locations.

Operators remain unsure as to the disposition of their cranes, now in a state of limbo, and do not know whether cranes are legal or not.

AMOANJ sponsors first trade show

Operators from New Jersey, Pennsylvania, New York, and Connecticut saw first hand the latest in games, music, and cigarette vending at the first New Jersey-based trade show on March 22 at the Berkeley-Carteret Hotel in Asbury Park. The event was sponsored by the Amusement and Music Operators Association of New Jersey (AMOANJ).

According to Michael Redpath, executive director of AMOANJ, "We plan on making the trade show an annual event. All 30 booths had been sold out well in advance of the show. Our first trade show was very successful and well-attended."

Show participants were Ace Novelty Co., Active Amusement Distributing, Alter Enterprises, Atari Games, Betson Enterprises, Brandt Systems, Coastal Amusement Distributors, Coin Machine Distributors, Cummins-Allison Corp., and D. J. Gill Associates.

Other exhibitors were: Elcotel, Entertainment Video, J. S. Sales Co., Kramer Manufacturing, Li'l Mort Sales, Mondial International, National Ticket Co., Philip Morris USA, Prime One Stop Distributing, Seeburg, and WICO.

Cautions issued on soda machines

Safety officials in the U.S. Army have issued warnings to its personnel regarding soda vending machines that have accounted for a number of accidents after patrons rocked the machine in an effort to obtain correct change or a can of the selected drink.

The Army's safety newsletter, Countermeasure, recounted injuries suffered in relation to the machines and noted that older machines had heavy cast iron condensers and compressors at the bottom, but that newer units have a lightweight cast aluminum inside with more soda loaded at the top.

The Army is recommending that warning signs be placed on all their machines; anchoring the machines is being considered.

Although it does not make good common sense to rock a machine in a fit of anger, considering human nature, it happens all too often.

Fay, Kidwell take new AAMA posts

Robert Fay has been named executive vice president of the American Amusement Machine Association (AAMA) and William Kidwell has been appointed director of investigations for the association. Both appointments were effective April 15.

Fay, former FBI agent, has served since April, 1986 as the director of industry affairs and enforcement for AAMA. Kidwell, a retired Iowa police detective, has worked as an investigator for the association for the past year.

Frank Ballouz, president of AAMA, said of Fay, "He knows the industry and its needs. I believe he has a firm grasp on what is necessary to make this a stronger, more unified industry and will work and support all sections; manufacturers, distributors, and operators. He has strong leadership credentials and had worked in many facets of public relations prior to joining the FBI."

Ballouz stated that Fay's promotion should not be construed as a reduction in the enforcement commitment to protect intellectual property rights. Said Ballouz, "Fay will continue to supervise our enforcement efforts and will still be responsible for Korea and Canada; however, everyday investigations in the U.S. will be conducted by other AAMA investigators who will report to Bill Kidwell."

Fay is optimistic about the future. "We plan to put the emphasis on promoting the coin operated amusement game industry," he stated. His plans include expanded promotions of location trade shows, increasing the number of seminars entitled Games for Fun and Profit, and working with national charity groups to promote the industry. "I hope by establishing a nationwide public relations program we can show the public how great the coin operated amusement industry really is," Fay commented.

Regarding Kidwell's appointment, Fay said, "He is an experienced investigator and knows his job. He is firm but fair in his dealings with those who are involved with copyright and trademark infringements of our member's products. I am confident he will continue the diligent enforcement efforts we have been pursuing."

Kidwell will be in charge of investigations within the U.S. and will coordinate and supervise the work of other AAMA investigators.

Any complaints or inquiries involving enforcement or investigations should be directed to Kidwell at (319) 337-9618.

Bob Fay

To celebrate our first anniversary of production, the staff of Data East Pinball in Chicago would like to thank:

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BOB LLOYD
and
GARY STERN

for their unwavering faith and trust in our vision to make a better pinball. We've only just begun!

Dunis receives Coin Man Award

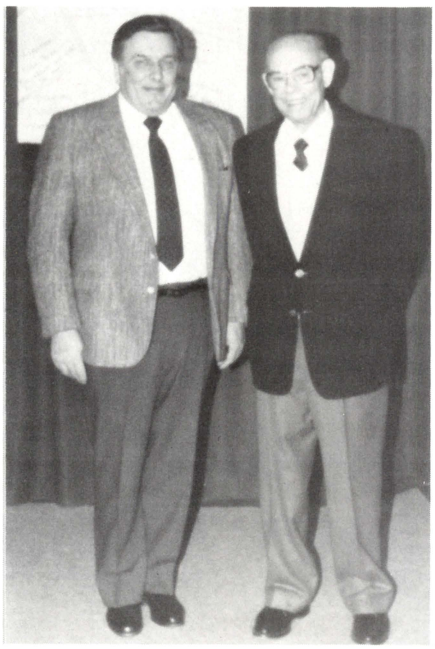
Industry veteran Lou Dunis received the Coin Man of the Year award from the Oregon Amusement and Music Operators Association (OAMOA) at its winter convention.

Nearly 50 years ago, Dunis, an aggressive young Portlander, discovered the benefits of owning and operating coin operated amusement devices. In 1938, together with a partner, he began setting the foundation of the coin-op business in the northwest. For the next fifty years, the Portland Amusement Co. grew from operator, to manufacturer, to distributor.

It was more as a distributor that Dunis found his niche. Today he oversees an aggressive network of offices supporting game operators both in Oregon and Washington with the latest in coin-op wizardry under the name of Dunis Distributing Co./Music Vend Distributing Co.

Dunis was recognized for his ideas, knowledge, and foresight; and for his dedication and support of the industry. He is known as a true friend to the coin-op business.

At 78, Dunis has no plans for retirement because, as he puts it, "I've seen a lot in the past fifty years, but there is always more to come. Someone with a new or better idea. It's a good business."



Lou Dunis (r) with Wally Bohrer, AMOA president.

PACE to address critical issues

More than 45 top-ranking executives, Bell company officials, attorneys and consultants will debate the critical issues facing the public communications industry at the 1988 PayPhone Annual Conference and Exposition (PACE) June 20-22 in Atlanta.

More than 120 exhibitors, including AT&T, BellSouth and Landis & Gyr, will display the latest technologies available to the public communications industry. Both conference and exposition will take place at the Stouffer Waverly Hotel.

Last year, PACE '87 drew 1,800 participants. This marks the second annual trade show and conference jointly sponsored by PayPhone Magazine and Business Communications Review.

For more information call (800) 227-1234; in Illinois, call (312) 986-1432. For booth information, call Mike Taylor at (713) 974-6637.

Sharp Image features monitors

Sharp Image, a Sun Valley, Calif. company that specializes in the distribution of original equipment and replacement parts for video games, currently offers 13 inch and 19 inch high quality color monitors.

These display color monitors can be purchased from local distributors upon request. Sharp Image also works with all major video game manufacturers to offer these monitors as original equipment in future dedicated games.

Little Red and *Big Red* are the names of the two models. Features include a bright red casing with external fuse holder and +5 V external adjustment knob built-in for ease of fine tuning. Isolation transformers, bezels, joysticks, buttons, holders, switches, and edge connectors round out the items available from the company.

Adults and children competed in air hockey events at the MOMA show this year. Glenn Charney congratulates winners of the children's tournament.

Left to right by the hockey table above are: Mark Robbins of Dynamo, Jeff Johnson, Kirk Johnson, Glenn Charney of Lieberman, and Todd Smart.

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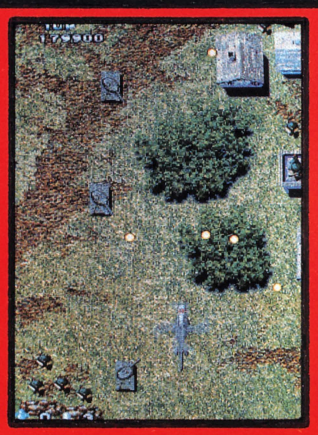

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TWIN EAGLE

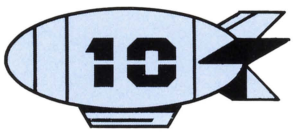
How to play

★ Player-1 controls the **WHITE JET HELI** and player-2 controls **BLACK JET HELI.**

★ Use "**MISSILE**" or "**BOMB**" button to destroy all enemies.

★ Fly over "**POWER UP**" items for additional firepower.

★ Power-up items



Corresponding number of armour piercing missiles awarded.

Increase missile power

Increase jet heli speed

Additional bomb awarded

Extends missile range

★ Game ends when losing all **TWIN EAGLE JET HELIS** or destroying the enemy base.

★ Second player can join the game at any time by inserting coin(s).

★ When player loses all his **TWIN EAGLE JET HELIS,** he can continue by inserting coin(s) and pressing start button before the timer reaches "0".

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For more information, contact your local distributor, or Sharp Image Electronics, Inc. 8000 Wheatland, Unit C, Sun Valley, CA 91352; (818) 767-8855 or (800) 448-8100.

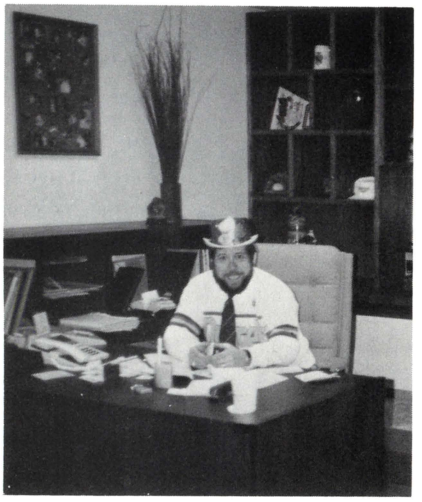
Denver company has grand opening

Rich and Bev Babich of the Colorado Game Exchange hosted a grand opening of their new Denver facility in mid-March, welcoming guests from all over the state and displaying new spring products from all the major manufacturers.

The company enjoys the modern 18,000 square foot headquarters now at 2830 West 9th Avenue, Denver, CO 80204. New phone numbers are 1 (303) 893-4300 and 1 (800) 999-3555.

The address may sound familiar because it was previously the Denver location of Rowe International. The shop, showroom, parts department, and offices have all been renovated to provide the Rocky Mountain area with a first class facility.

Service seminars, thousands of dollars in door prizes, and good food added to the occasion.



Rich Babich relaxes in new office; a grand opening/open house was held there in mid-March.

Atlas/Grand Rapids hosts open house

The Atlas Distributing office in Grand Rapids, Mich., hosted a post ACME show at the Harley Hotel on March 24 and welcomed over 200 guests for a second view of newly introduced products.

Jim LaRoux, branch manager, hosted the event, which was attended by Atlas principals from the Chicago office including Jerry Marcus and Ed Pellegrini. A buffet dinner and door prizes were part of the day's activities.

Factory representatives present included John Hill of Sega, Frank Cosentino of Atari, Mike Minor of Nintendo, Rachel Davies of Arcadia, Tom Siemieniec of Seeburg, and Jeff Walker of Data East.

Manufacturers who donated door prizes were Konami, Sega, Atari, and Data East.

LaRoux was assisted by able staffers Ken Beimers of vending sales, Sharon Vander Weide of Johannes Factorum, and Rick DeWit of vending service.

At the Atlas/Grand Rapids Open House Tom Siemieniec of Seeburg chats with Bob Trendeau and Steve Pierce of Great Lakes Music.

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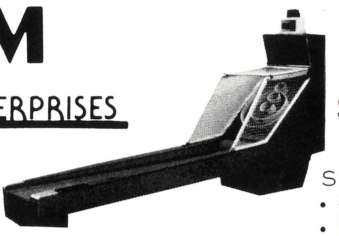

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CALIFORNIA

Vu-Tron of San Diego is marketing a video vending machine, *Vu-Tron Movie Rentals*, that does a good job of promoting the films inside, drawing customers to the unit. Such attractions include consoles with back-lit color photos, or a mini-poster of available movie titles. Vu-Tron invested many months in software design and recently shipped 10 machines. The system accepts and verifies bank credit cards, the most common method of payment.

Two other San Diego companies have entered the market for video dispensing machines, called VDM's. These are Vertex and Vend-a-Video. Vertex orders machines under license from Sankey Vending of the United Kingdom. Vend-A-Video is a wholly owned subsidiary of Term-Tronics of San Diego.

The list of suitable locations for these machines is extensive and includes apartment and condo complexes, office buildings, convenience stores and other outlets where "rack systems" of stocking movies could easily be replaced with a vending unit. It's a market that bears watching for the future.

IDAHO

The Amusement and Music Operators of Idaho (AMOI) have special activities planned for its fourth annual meeting set for June 24-25 at the Ramada Inn in Lewiston, Idaho. All operators in the state and neighboring states are encouraged to attend. In addition to the general membership meeting, other events include golf and an evening barbecue on Friday, plus a Jet Boat trip up the Snake River through Hell's Canyon and a banquet on Saturday. For more details, contact Jack Burton (208) 376-3776 or Steve Gregory (208) 939) 2282.

ILLINOIS

The state's attorney for Champaign County is looking over allegations of illegal gambling at the Tumble Inn Tavern where police confiscated two poker machines in March. The police conducted an investigation after getting complaints that the business was paying cash for credits accumulated on the games and followed up with a search warrant at the location. Along with the machines taken were a number of tally sheets showing days and amounts of payments.

KANSAS

Vending machines are well thought of at Kansas State University where the concessions department has about 210 revenue-producing vending machines in campus buildings and residence halls. This department contributes about $125,000 back to the total K-State Union's operation. Growth has been steady, with beverage machines contributing 46 percent of total sales; candy machines running second.

NEW JERSEY

Town officials in Dunellen are contemplating the fate of a local arcade that was licensed for 40 video games, but has 55 on the premises. The location is the 8 on the Break, recently purchased by National Family Fun Center, Inc. The arcade had 55 games when purchased and new owners would like to keep them all by expanding the license to include at least that number. Local residents support the arcade as an entertainment center for their children.

OKLAHOMA

Don Fairchild's Jukebox Hall of Fame in Oklahoma City contains many rare samples of the wood, plastic, and chrome jukeboxes that fill our youthful memories. What started as a hobby has grown into a business and personal obsession in the last five years. His collection starts with jukeboxes from 1935 to the newest 1988 models. Most are for sale, except the cherrywood Wurlitzer *780* from 1941-42, a personal favorite.

Fairchild's Hall of Fame features an eight-stool ice cream parlor theme with an authentic 1940 counter from an Oklahoma City store, jukebox speakers hanging on the wall, and a Band Box made in 1948 by Chicago Coin. Fairchild travels all over the country looking for new additions to his collection. Then he begins the task of restoration.

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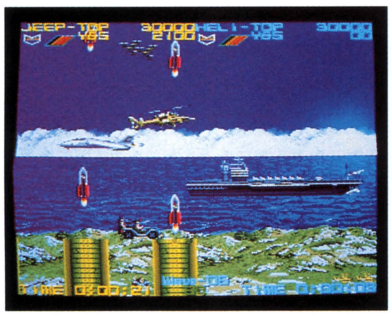

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Dublin Show

by David Snook

The Irish coin machine industry paraded its talent for the international market's inspection at its annual Coin 'Op 88 Exhibition held in Dublin's Burlington Hotel on March 9 and 10.

Despite a torrid period of attack from all quarters, the exhibition displayed a brave face, in fact, the show proved to be larger than the previous three years.

Currently the industry in Ireland is dominated by slots. However, they are tied to inputs and payouts set down by a 1956 law and, therefore, the limits are low by today's standards. For years these hopelessly outdated maxima were openly ignored by many of the big Irish arcades, some of them unashamedly using jackpot machines specially imported.

A recent clampdown forced the industry back to the 1956 levels, amid a storm of media abuse. That abuse has continued and has led to some councils adopting rescinding motions to close down arcades. What that means is that under the 1956 Gaming Act, local councils can license arcades in their areas, but they can also rescind that part of the Act giving them the powers. Effectively, then, the arcades in their areas can then only stay open until the end of their current licenses and then have to close down.

A threatened rescinding motion in Dublin, for example, put 50 arcades under threat. Currently there are several test cases pending to challenge that decision.

In addition, the state has started a lottery which the industry feels is absorbing much of the public's disposable income to the detriment of the coin machine business.

As Coin 'Op 88 opened its doors, the Chairman of the sponsoring Irish Amusement Trades Association, Eamonn Nugent, went on record as slamming the Irish media for its aggressive attitudes. Referring to the actions by some local councils to close down arcades, Mr. Nugent said:"Some of our public representatives believe these actions serve the public good. That is a real tragedy. Their action can only result in injury being done to all our citizens who frequent or work in amusement arcades. Certain sections of the media and some politicians are too ready to accept as fact lurid stories which, upon investigation, prove to be either grossly exaggerated or just not true.

"The public should be in no doubt on this matter. Ours is a legitimate industry, responding to the legitimate right of the free citizen, not merely to gamble, but to choose the arm of

Jon Yarbrough from Coindata USA with his fiance Kathy Campbell with their Irish exhibition display.

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gambling most appealing to him or her. We make no apology for our defiance of this freedom which is common to all the citizens of the European Community.

"That our citizens have a right to gamble can hardly be denied. Indeed, to deny this right, while supporting organizations including the National Lottery or political parties which benefit from gambling, would be a gross hypocrisy."

In fact, visiting pressmen found few slot machines in the exhibition. For the most part they were played down in favor of video card games (gray area games) and the international scene's current crop of top amusement-only games. Sega, Atari, Konami, Williams, and many other leading manufacturers' wares were on show with a welter of PCB games. One American manufacturer actually opted for Dublin rather than the concurrent ACME show in Reno!

Jon Yargrough, President Coindata Inc. of Laverrgne, Tenn., brought his gray area games to Dublin because the Irish market tends to be dominated by this type of game. "We did not show at ACME because our products have not yet penetrated the American West and we thought that there were real prospects here in Ireland." He added that his next task was to appoint an Irish distribution and see if his research and development department could quickly come up with a program to turn his machines into compatible varieties currently topping the Irish popularity polls.

Video Game Legislation

In a recent legal action in Great Britain, five law lords accepted a legal definition for a coin-operated video game put to them by the British Amusement Catering Trades Association (Britain's AMOA).

It read: "Video games are games of skill. They are played with the aid of a screen on which are electronically portrayed objects or characters of the game. The objects or characters move about on the screen. Some of these objects or characters are controlled by the player, the rest are controlled by a computer program. In essence, the game is a contest between these objects or characters exclusively in the control of the machine and those objects or characters in the control of the operator."

The definition was an interesting point but nevertheless a side issue to the main object of the legal action. The British trade association was fighting a test case against a local council which sought to suggest that a video game was a movie theatre in that it presented exhibitions of moving pictures. The wanted to use an old act, designed to give councils powers to ensure public safety in movie theatres, to bring amusement arcades under their direct control.

Then, using the powers to grant or withhold a certificate of safety for the movie theatres, they could effectively close down the arcades in their area. The case was watched with great interest by many other local councils in the country, some of whom were opposed to arcades and would have used the loophole in the law to carry out the same wholesale decimation of arcades — and therefore video games — throughout the United Kingdom.

After a series of cases in lower courts which ended with Westminster City Council (London) winning, BACTA took the case to the ultimate court of the land, the House of Lords — and won. The case was heard in February, but at that stage it was only clear that BACTA was going to win, from the fact that the five law lords sitting in judgment had granted legal costs to the association. It was not known until mid-March what had motivated the judges to give that decision, nor by what margin the association had gained its victory.

In fact, all five law lords gave judgment for the association. Lord Griffiths, whose judgment was concurred with by the other four lords, said in his reserved judgment that he agreed with a judge in a lower court who had said: "Anyone who was not a lawyer could be forgiven for thinking that a video game is an electronic machine which is operated by one or more players; that an exhibition of moving pictures is a film show; and, the two things being different in kind, that an Act of Parliament which is expressed to apply only to the latter cannot apply also to the former."

Lord Griffiths said that he was in complete agreement with this view and pointed out that the Cinematograph Acts were designed to ensure adequate safety and escape precautions in view of the fact that cinematograph film was highly inflammable. For this reason, local authorities were given the power to issue licenses to cinemas after first inspecting their safety precautions.

"I can see no good reason why Parliament should have wished to include video games in the legislation any more than fruit machines (slots) or pinball games."

He added: "Ulitmately, as is so often the case, it is largely a matter of impression of the sense in which Parliament has used the words in dispute. For my part, for the reasons I have endeavored to explain, I have no doubt that the phrase 'an exhibition of moving pictures' in the Cinematograph Act means a film show and does not include a video amusement games."

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FEATURE

Bull's Hollow

by Roy Sheehan

You all remember, if your hair is gray from age and not taxes, a Seeburg 20 selection, came out 'bout '46. Had a whole heap of chrome bars, most of which ran up and down the front, big chrome bars, pretty wide. Then these here red plastic bars, the same width and shape as the chrome ones were, 'ceptin they were red, red plastic bars that lit up when you turned this machine on.

Now I want to tell you that this here machine was quite the sight to see when them lights came on and those red bars all lit up, and those shiny chrome ones reflected off next to them. Even the city boys were reasonably impressed with this jukebox. And the old boys up in Bull's Hollow, well—that's what this story is about.

See, we got one of these machines in back then, and it turned out that on that same day we were in desperate need of a jukebox for Harry McFerty's place.

As I recall, that must have been a Friday that the box was delivered, and Friday night was, well, it was Friday night, at McFerty's up in Bull's Hollow. And, since Harry had sent word that he wanted a jukebox pronto, as the band what played there was incapacitated for one reason or another, we knew that it was either sacrifice that new box to Harry or figure on out-running buck shot the next time we ventured up the hollow.

It was voted unanimous that Harry get the box, and that me and my partner, John Turbil, would take it up there—we being the guys with the least time in the shop and not having a vote.

See, Bull's Hollow was the only place still around where the cops, if they wanted somebody, had to go and ask the mailman if he'd go up in the hollow and ask the feller to come on down to the hard road cause they wanted to talk to him. The mailman being the only person that didn't say "what", if you hollered "McFerty", that could just go in there unexpected like. Now, me and Johnny, we were expected, but still, it were that kind of a place.

We headed on up there, bein' elected like I said, with this new jukebox, and got there about four o'clock. Went straight up to the store, that being Harry's place. See, it was the store by day, the bar by night, the dance hall on Fridays, and served the purpose for doing anything else that needed be done public-like in Bull's Hollow.

We unloaded the Seeburg, carried her inside, and set her up there against the wall opposite the bar, right underneath the shelves where the jug milk was kept. (That being an outside wall, those shelves served the purpose of a refrigerator from November til March.) We plugged the thing in, started a tune, and waited for Harry's approval.

Harry waited 'til the end of the tune, looked at the thing all lit up there, red and silver shining, and set up two beers without saying a word. We took that for an OK and settled back for a short break.

That's when the ol' boy what was from one of the walking places, up the hill behind the hollow, came in. Old feller, gray beard and all, half way to his belt.

Harry called him Pappy.

Well, ol' Pappy, he comes in slow, looking straight ahead, an' just goin' one step at a time, eventually making his way down to the far end of the bar. Stands there for a while, chaws a little on his tobbacky, then finally turns around to eye the place up from there.

Now me and Johnny are watching this ol' feller as best we can, without appearing to be, just to see what his impression would be of this here newfangled machine, as it stood there in all it's glory just achin' to be noticed, all lit up and shining, the brightest thing in the place. We figured this ol' boy had probably never, ever seen anything like it before which made us even more curious to see his reaction.

He sure enough took notice. First, he takes to starin', you know with his head leaning one way, then the other, just gettin' a better angle on it. Then he starts walkin' over, goes about three quarters of the way across the room, stops, stands there for a bit, and finally, walks a few more steps towards the thing. And then, that's when he let loose.

I was just sort of looking over my shoulder as best I could without turning around, when I see Pappy there let loose, with a big stream of tobbacky juice. That stream seemed like slow motion as it just sort of arched over there and, splat, down the front of that jukebox. I heard Johnny, not too loud, moan, "What the.....!"

I punched him in the ribs with my elbow to remind him to shut up and remember where we was at. That was Pappy McFerty, and if'n he wanted to spit on that jukebox here in Bull's Hollow, we was just gonna smile and spit on it ourselves, on the way out.

In fact that's what I was thinking we were going to do, at least the leaving part, when Pappy turned around and faced us.

I couldn't figure it, he was smiling!

But then he stood there a bit, with his back to the chrome and red plastic lit machine, shining and lighting that side of the room, the tobbacky juice running down its front, with his hands together behind his back, just noticeably rocking back and forth on his heels. As he rocked, little by little, the smile began fading from his face.

Then he looked straight over at Johnny and me, a cold look in his eye now. He stopped rocking. He started shaking his head from side to side.

Johnny got up and was leaving with me right behind him. Four steps and we's half out the door, when I hear Pappy.

"That thar's about the fanciest stove I think I ever did lay my eyes on. But it don't make much heat."

I hesitated before I shut the door behind me, and Pappy finished, "Why, the damn thing won't sizzle spit!"

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Open Houses blossom from coast to coast

In the springtime the coin-op industry's thoughts gently turn to open houses. There has been no shortage of such events this season as operators have turned out in large numbers to visit their local distributors to view the latest introductions in videos, pins, jukeboxes, darts, and novelty games. From coast to coast distributors have registered successful turnouts and positive responses to new product shown. The following pages contain photos from a cross-section of open houses.

BETSON ADVANCE

New pinballs draw interested players.

Rene Lopez (1) of Romstar touts features of *Ninja Warriors* to Herb Berman of Hem Vending,Long Island, N.Y.

Betson duo from left, Sergio Gonzalez and Mark Zurlo, with Vic McCarthy of Catskill Amusements.

Ron Spanner (l) of Captain Video tries the controls of *Vindicators* with Atari's Jim Newlander.

Bob Electro (l) of Electro Cigarette Service with Bob Hesch of Rock-Ola and the new *Model 496 CD.*

Dart strategists from left: Robert Betti of Betson Enterprises, Dave Rubinstein and Mort Ansky of Merit.

Bob Geschire (r) of Betson, welcomes George Hamilton, Jr. of Terminal Vending.

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OPEN HOUSE

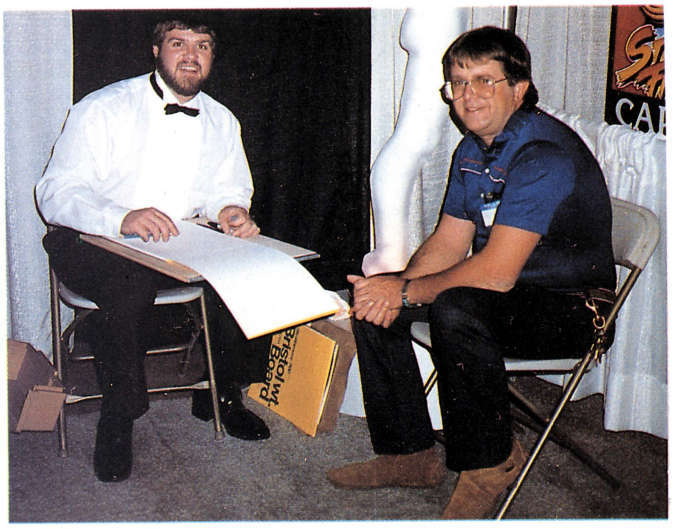
SUNBELT DISTRIBUTING

Sunbelt's Dave Patterson (l) welcomes Rick Rochetti of Taito.

Jerry DeRoma (r) with Bob "Pretty Boy" Porembski.

Konami's Frank Pellegrini (c) with Brenda Boatwright and Clint Reynolds of Reynolds Amusement.

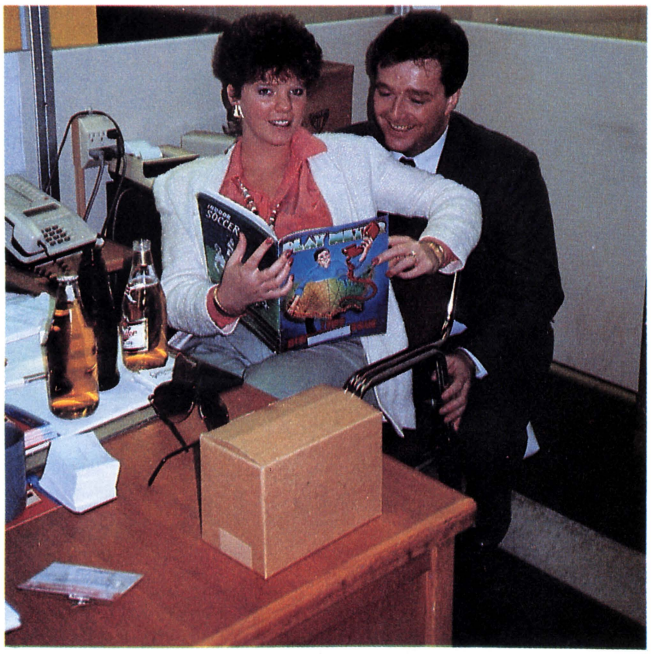
Manufacturers on stage.



Brian Davis (l) does a caricature of Doug Kerr of Doug's Amusements.

From left: Atari's Mike Taylor, Roger Linville, Frank Cosintino, and "Chopper" Cable.

ACTIVE AMUSEMENTS



Active's Chris Vecchione showing his fiance, Kim Mundy, the best way to get the industry news!

A brand new coin-op fan is Caramia Costantino with parents Joe and Mary Lou of Carlo's Amusements.

Tom McAuliffe (r) of Champions with Sega's John Hill.

Operators Ken and Rick Kadel of Burkholder try out Sega's *Thunder Blade*.

From left: Gamemasters' Doug Conner, Tom and Jim Geronikos of AAA Vending and Active's Dave Gilfor.

Capcom's Bill Cravens (c) with Joe Morrison and JoAnn Maste of Mermaid Arcade.

Rock-Ola's Bob Hesch (l) with operator Scott Fiel of The Lendell Co.

Merideth Gilfor (r) shows her friend Shana how to win at air hockey.

Rene, please tuck your shirt in or I'll just have to do it for you! From left: That's Dynamo's Mark Struhs, Active's Paul Russell, and Romstar's Rene Lopez.

Nintendo's Chuck Arnold (r) points out game features to operator Tom Geronikos.

From left: Mike Kowalski, Paul Drzal, and Doug Conner.

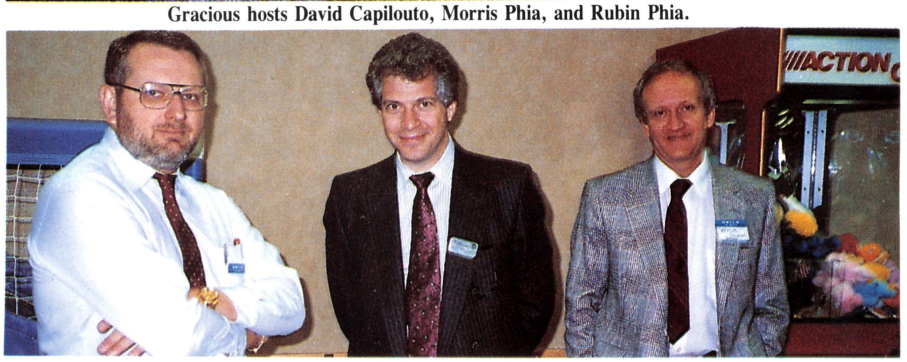
Joe Zesski (l) of Pino Vending telling Konomi's Frank Pellegrini how much he likes *Super Contra.*

The "main course" at this after-show dinner is Leland's Dennis Sable. The diners, who said they would rather have ribs, are: (from bottom right counter-clockwise) Chris Vecchione, Paul Russell, Richard Sukinik, Kim Mundy, Dave Gilfor, and Irma Delgado.

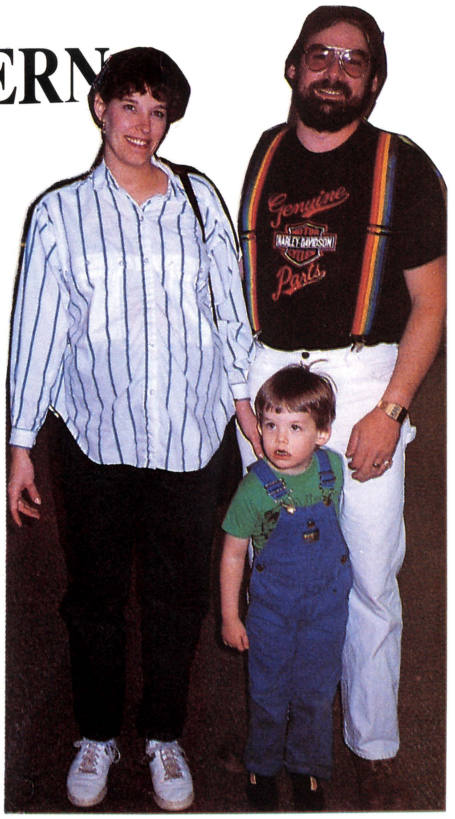
Dennis Sable (l) with operator Steve Diano of F.B. Crane Co.

GREATER SOUTHERN

Gracious hosts David Capilouto, Morris Phia, and Rubin Phia.



L to R: Don Baker, Greater Southern, Marty Glazman of Williams, and Wylie Irwin of Betson.



David and Lisa Fowler of D & L Amusements with son Daniel.

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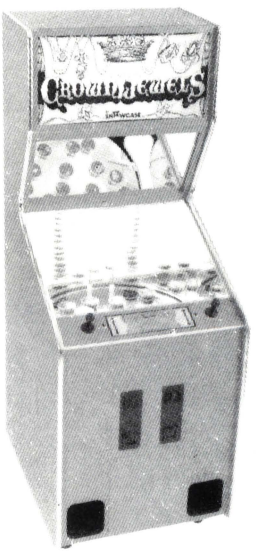

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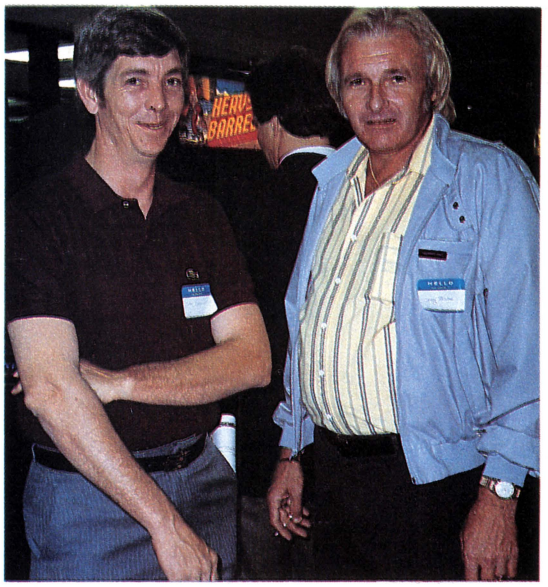
Pee Wee Cowart (r) with Howard Robinson.

L to R: Taito's Jim Chapman with operators Tom Kern and Gary Anderson.



Reece Spenser (l) and Jerry Stevens of Heritage Amusements.

John Parker (l) and David Bishop of Atari Operations.

"I told you it was a good game!" says Leland's Dennis Sable.

Lenore Sayers of Sega explains features of *Thunder Blade*.

"Is this a great turnout, or what?" This is Greater Southern's newest sales person, Patty Dartez.

Greater Southern's Nancy Lovinggood with new daughter, Ashly.

Mark Jones of Putt Putt (r) beat Greater Southern's Marty Smith on a game of pinball.

David Capilouto (l) congratulates Gene Skelton, one of the door prize winners.

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FEATURE

Murphy's Law Re-visited

by Dick Welu

Editor's Note: In doing the ten years ago column, I took time to read an article by Dick and was laughing so loud, everyone stopped by to see what was so funny. It was Murphy's Law of the coin-op industry and I was delighted to run across it. I called Dick and pleaded with him to update the article, maybe even add a few more theories, and he agreed. It's just as funny, if not more so, than the original article so thanks, Dick, for the humor we can't live without.

The coin machine industry, like any business based on greed, avarice, and good luck (traits it holds in common with stocks and bonds, wildcat oil drilling, and United States Congressmen) is replete with fetishes, superstitions, and scientifically unprovable but pragmatically applicable theories which tend to influence the trend and practices of the trade by varying degrees.

Of paramount significance is the universally acclaimed and accredited "Murphy's Law" which, as even the most aspiring Arab arms dealer knows, postulates: If something can go wrong, it will.

I don't personally know Murphy, but this is one of those pithy remarks that every time I hear it I am inclined to complain, I wish I had said that. Murphy, even though Irish, must have been a very wise man. (Just a little German joke there.)

Murphy's Law, however, is not the unique property of any working class, it being the one, holy, catholic mother lode from which all practical theories are formulated: an inspiration but not a panacea.

For the problems and intricacies of the coin industry one law could never suffice. More is not always better, but when it comes to quarters in the age of a declining dollar, it's like the Golden Rule. Appropriately, we solder and integrated circuit buffs have more theories than Liz has had husbands. Let us explore the spectrum:

HOLBERT'S RULE OF RELATIVITY: not to be confused with Einstein's theory of a similar name. Al Einstein was never a professional operator though he was adept at juggling figures. Lon Holbert, a West Virginia operator, noticed a phenomenon in merchandising which now bears his name; "The more miles a location is separated from the shop, the greater number of service calls that location will require."

At first it was just a hunch on Lon's part that there existed a relation between distance and service calls; but through scientific testing, a direct cause-and-effect was established. Lon's furthest location was a roadside bar 35 mountainous miles from his service shop which had a solitary pinball that seemed to require repair every other day. Lon replaced the offending machine with a Williams' *High Speed* which had not so much as burned out a light bulb in two years.

By the time Lon returned from delivering the *High Speed*, his answering service reported the bar had called in saying the machine was out of order. Conversely, the replaced pinball, a Bally's *Eight Ball Deluxe*, when placed in a different location two blocks down the street, worked perfectly for a year before picking up a Canadian quarter one afternoon on a slow day in May. Thus: HOLBERT'S RULE OF RELATIVITY. Lon was able to solve his problems with the Williams' *High Speed* by adding a new location which was 37 miles out.

THE CASHBOX THEORY OF UNSPENDABLE COLLECTIONS: (Author unknown.) The CASHBOX THEORY is not written down in so many words, but essentially what it means is that if you find in the cash box stray bolts, nuts, washers, and assorted hardware, chances are they didn't come down the coin chute with the tooth fairy so you'd better break out the tool kit and start looking.

THE ROME WASN'T BUILT IN A DAY, OR EVEN A FEW MONTHS AXIOM: "The hotter the game, the slower we build 'em." Simply ask any operator who stood around for week after week, month after month, tears in his eyes, watching his competitor place *Double Dragons*, legal and illegal. Of course, this was an isolated case, right, folks? (Tried to get an *Operation Wolf* lately?)

"More is not always better, but when it comes to quarters in the age of a declining dollar, it's like the Golden Rule."

HERZOG PRINCIPLE OF NON-INTERFERENCE: "If it is working, leave it alone." Sol Herzog, a New Jersey operator, tried a preventive maintenance program in the early '60's that was disastrous. Games that had heretofore functioned without mishap, would continually fail following Sol's "tune-up" because he invariably bumped something with his elbow or bent or broke a fragile part during his thorough examination. Sol straight away resolved to restrict his monkeying around to blondes, spit-and-polish, and Herzog's Principle--and lived

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"Blessed are those operators who purchase new kit releases for $700 below the market price and claim they can't tell illegal boards from genuine boards for they shall inherit a large fine and a small cell."

happily ever after...well, almost, one of the blondes married him.

THE ACME KISS OF DEATH CURSE: "Best of show means disappointment in River City." Each year at the annual trade shows, the astute and qualified and street-wise operators, distributors, manufacturers, and, yes, journalists, carefully scrutinize and evaluate and finally pick the BEST games being shown. Just as predictably, the game or two MOST favored break fast from the distributors' warehouses, and fall far short of expectations in the cashbox, not to mention a complete failure over the long haul. The moral of the story is that when it comes to picking successful games, only your hairdresser knows for sure.

THE STOP ME IF YOU'VE HEARD THIS ONE LATELY LITANY: (To be chanted softly as a round.) "We'll only be putting top games in our system," and "Our new cabinet is very easy to service," and "The greatest game since *Pac-Man*, and "This game will only be available as a dedicated unit." About a half hour of chanting this ditty ought to make some kind of impression on the densest mind.

THE ARCADE OWNER'S LAMENT: "The busier the day, the more machines that go down." A rule of thumb here is to expect bad news on rainy days, get out the crying towel during Easter weekend, and be happy as hell if anything is still working during the height of Christmas vacation.

BEWARE OF FALSE PROPHETS FALLACY: Suspect Greeks bearing gifts when a distributor's salesman pitches, "You'd be better off getting your machines from us because our service department is superior to our competitors ." If you buy this bit, I've got a condominium in Nicaragua I'd like to unload also. Your first parts order will come back stamped, "Addressee unknown;" your first request for a spare circuit board to be greeted by derisive laughter, and a plea for technical help to be turned aside by, "Sorry, we'd like to help but then we wouldn't have a fourth for the pinochle game."

THE CECIL B. DE MILLE SYNDROME: "Manufacturers may come and go but B.S. is always with us." Caution is the watchword when reading those colorful flyers and advertisements for newly produced games. Have an interpreter on hand for such phrases as: "state of the art technology," which really means "replacement parts not yet available!" and "ease of serviceability," which translates as "an M.S. Degree should be sufficient," or "solid-state advancements," which means, "we've finally got the bulbs to stay lit in our pop bumpers."

THE SEE NO EVIL, HEAR NO EVIL, SPEAK NO EVIL BEATITUDE: "Blessed are those operators who purchase new kit releases for $700 below the market price and claim they can't tell illegal boards from genuine boards for they shall inherit a large fine and a small cell."

THE REDONDO BEACH GAME DIRECTIONS SUMMATION: "For some of my customers, Deposit 25 cents is too complicated." This gem, which I enviously attribute to Steve Shoemaker in Play Meter's November, 1977 issue, can best be exemplified by a recent confrontation in my own arcade when I inquired as to why an irate customer was trying to pound an Atari *Sprint II* into little pieces. "Only one car worked," he said, angrily indicating his partner not playing. "How many quarters did you put in?" I asked. "One," he replied. I explained that it took two quarters for two players. "Why the hell don't you have a sign or something on these things to tell you that" he griped. I pointed to the video screen right before his eyes where it said in big black letters against a green background, "25 cents per play." "Well, who the hell ever reads that stuff," he said and stalked out.

I rest my case.

But I do wish I had said: "For some of my customers, 'Deposit 25 cents' is too complicated." Beautiful! Ought to rank up there with Murphy's Law.

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VIEWPOINT

[In our February issue on page 22, we ran a letter from Bob and Marlene Suttles of San Rafael, Calif., who expressed their concern that some manufacturers are using less than fair methods of competing with operators. The Suttles are certainly not the only operators afraid that their livelihoods are being seriously threatened by routes and arcade chains being gobbled up by manufacturers. In fact, it's been called real life Pac-Man by the industry.

I have been hearing this complaint more than any other lately so maybe the Suttles and other operators have a legitimate complaint. However, I know that some distributors and manufacturers ended up the unhappy recipients of routes that were the only alternative to payment for equipment. Many didn't intentionally get into the operating business and many manage to have their cake and eat it too, so to speak. Most distributors operate routes and it is very seldom that complaints are heard about them, although there are a few, as would be expected. I might add that I also hear complaints from operators about other operators! We are reprinting the Suttles' letter since it was several months ago and right after is Atari's reply. I would also like to invite anyone else who has an opinion on the subject to drop me a line...Valerie]

Look out operators-the elephants are stampeding!

We all remember the wave, how it crested after everyone tried to ride it, and how the survivors tightened their belts and hung in. I also remember how much we were paying for over-priced games at the time.

A year into that very lean time after the wave, Atari came along with a wonderful speech along with their Systems I and II and told us this was the answer: Hang in there with them while times were tough, buy their systems, and the future was guaranteed with them; they would provide us with reasonable cost kits. This way we would all be able to make it. One hand helping the other, so to speak.

Atari started getting out of the slump; and one of their first big hits, *Gauntlet*, was launched in a new, expensive dedicated upright. Then came *720 Degrees*. What happened to their systems? Not a lot; one hot game and the rest mediocre.

Then, on to the next job—so to speak—in the home market, along with Sega and Nintendo.

Now the latest. Watch your neighborhoods carefully.

Data East is operating street locations south of San Francisco.

Atari is sending scouts out to mall conventions and they're out there competing directly with us, not only as manufacturers but as operators. That's our reward. I know it's happening to us. We have a *New*! Aladdin's Castle (Bally's) on one end of town, and now Atari is planning an arcade on the other end of town in a new mall—the same location we were in the process of negotiating a lease for, by the way! Apparently Atari got word of our negotiations, via whatever sources, and signed a lease of their own two days prior to our proposal. We got the word that Atari had looked into this location about six months prior to all this new activity from them, and that they were not heard from again until we began to develop our plans for going into the mall.

We are not crying sour grapes. We are downright upset, and concerned that a manufacturer such as Atari would even entertain the thought of moving in on the little Mom and Pop shops, and especially in the manner they've done with us.

We're not concerned about what they do, so far as buying existing chains (arcades). But, when they come in our backyards as operators and open a new arcade, we feel that is not ethical. The pie, as all of us know, is not that big; and the little guy with limited resources is obviously the one who will suffer.

This squeeze play with the manufacturer/operator has gone far enough, I think. We, as arcade owners and operators, need to speak out and voice our thoughts before we find ourselves working—not indirectly, as we are now, but directly for the manufacturer.

It is not our forte to conduct business in this manner. We are sure all of you feel as strongly as we do.

We don't have time to worry about the monkeys throwing coconuts when the elephants are stampeding. Let's stick together on this one.

Bob and Marlene Suttles
San Rafael Family Entertainment Center
San Rafael, Calif.

Dear Bob and Marlene,

I want to take this opportunity to respond to your letter so that you will understand our position on the views you raise. After all, I know you both personally and do not want you to think we take your comments lightly. In your letter, you raise several issues about Atari's practices which I feel were based on very one-sided information, or misinformation altogether. Please take the time to hear our side of the story.

Based on your letter, I too would be upset as an operator if anyone, not just a manufacturer, moved in on an arcade lease that I was hoping to get in the manner you describe. First of all, no one representing Atari had any knowledge whatsoever, of any other operators who were negotiating for the same lease. We certainly did not wait until you were developing your plans before following up on the lease. Secondly, as you know, Atari acquired the Barrel of Fun arcade chain last year and as an operating company, they have always attended mall conventions, scouting for new locations. After all, it's their business and just because they now operate under the name, Atari Operations Inc., you feel it is unfair competition. Would it be acceptable to you if you lost a lease to Barrel of Fun? And lastly on this issue, the squeeze play you refer to is certainly not a part of our goal. For many years in this industry, there have been manufacturers that operate (and sometimes distribute), as well as operators that distribute and even manufacture. Is it unethical for an operator to manufacture if he wanted to?

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Other issues you raise refer to Atari flooding the home market. It is quite frustrating to me to be continually confused with Atari Corp. which is a completely separate company and has been since 1984 when that division was sold by Warner. The other Atari, not Atari Games, is marketing its own home games and computers.

And finally, you make reference to Atari's product line from 1984 through 1986 as though we did nothing but deceive the operator. You both know as well as anyone that this period was devastating for anyone in the industry. We, as manufacturers, did our absolute best to support two different systems and in the end we feel strongly that we lived up to our promises. You say we were wrong to come out with *Gauntlet* as an expensive dedicated game? I would like to emphasize that *Gauntlet* was a big hit because it was, in large part, a four-player game which could not have been done on any of our systems. Also, its price was considered to be extremely competitive and more than reasonable.

In closing, I hope you can accept our viewpoints as well. We are not sitting idle raking in money from the industry. We are working for every dollar, just like you. You stated, ''let's stick together'', and we're all for that.

Mary Fujihara
Marketing Director
Atari Games Corporation

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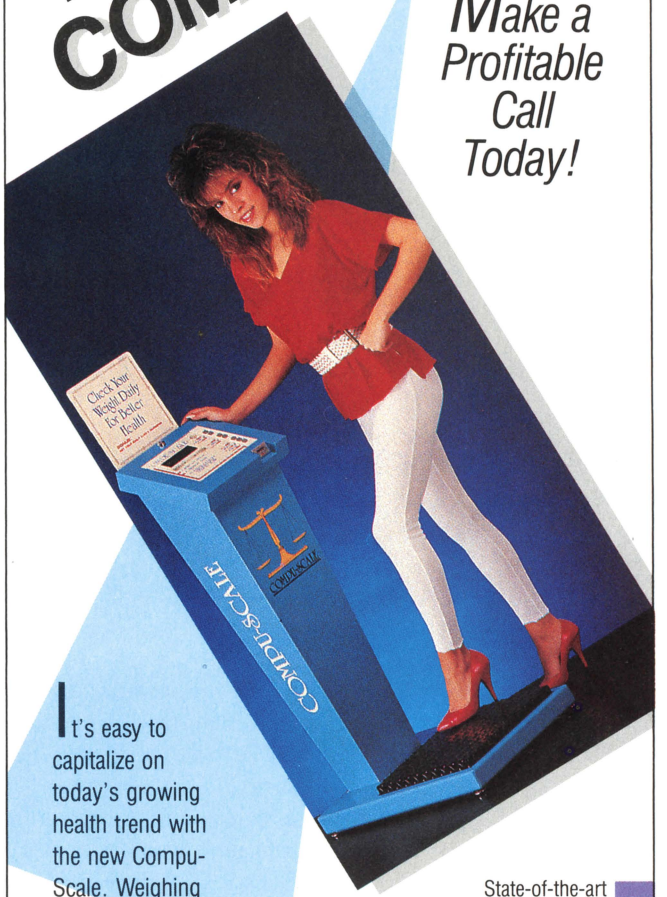

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Todd's Show Review

The most common question I'm asked after a show is what was the hit of the show. This time I am ready with an answer that's maybe a little different than expected. The hit of ACME '88 is as follows: 1) The operators that attended the show; 2) AAMA, Play Meter, and Bill Glasgow with his people who put the show on; 3) Bally Grand Hotel and its staff.

Many operators that attended this show were attending a big show for the first time and they filled the seminars. For the size of the show this was the best attendance I have ever witnessed. One of the "old timers", Fred Collins of Fred Collins Music Company in South Carolina, who I had never had the pleasure to have any contact with gave a tremendous seminar. I only attended the last part of his seminar but what I found was one of the most dynamic men our industry has produced with a wealth of knowledge. The man is a must for future shows. All of the operators I talked to during the show were all pleased with the show and will attend future shows.

Next, all of us have to thank AAMA president, Frank Ballouz; members of AAMA; co-sponsor Play Meter Magazine; and show manager, Bill Glasgow, and his associates for an excellent job of setting up the show. It was a nice change to have the show in Reno. We need to have some of the national shows on the west coast.

The Bally Grand (formerly the MGM Grand) was as fine a facility for a show as one could expect to find. This hotel had rooms that were a little over half the daily rate of other show cities. Within the hotel were seven excellent restaurants. Prices varied from low to medium with excellent food in each one I had the pleasure of trying. The hotel has in itself created a friendly atmosphere that everyone enjoyed.

The show gave operators time to chat with everyone from factory service people to the top management and owners. I can see some of the small factories like U.S. Games producing excellent products that will create new markets for us. Mike Pace, who was the creative genius behind *Little Casino*, is the head man there. I was impressed with his football game. Operators with countertop games would be wise to look at his 10-game countertops. Nolan Bushnell is back on his own, for good I hope. He wants to do some kits for Sente 1, which is needed. We need a good game to wind the system up as Atari did with *Roadblaster* for system 1, and *Champ Sprint* for system 2. Nolan is also working on several new projects. It helps our industry to have a nationally known figure with us.

Gene Lipkin, guided Atari during its early golden years, is also back. Also at the show, as all shows, was Baton Lock's Frank Minnillo. The big lock companies never bothered to show. Ever wonder who will be the big supplier of high security locks to our industry in 1998 at ACME? Dynamo had its 25-inch convertible cabinet, EXCELLENT! Who ever heard of Dynamo in 1978? The next decade will breed many small companies with creative ideas that will push the big companies. Competition will breed better industry. *[Todd, it seems, was very fortuitous here. Frank Ballouz, former vice president of marketing for Nintendo, has announced his resignation and the formation of his own company called Fabtek. His first game, Dead Angle, should be out any day if not already. Good luck to Frank.]*

The big factories also had an excellent line up. *Cyclone* by Williams has already been established as being as good or better than *High Speed*. *Cyclone*, in my opinion, will be the top pin of 1988. Bally has been using creative vacuum formed plastic on their playfields, very impressive. Bally is also making a strong effort to influence operators to raise their game-play price. Its game, *Blackwater*, looked very impressive.

For a 180 degree change, Atari (the video company) had what I consider to be the most innovative game at the show. *Pop Shot* is a merchandiser with a gun that shoots steel bearings at a target. Best of luck to Jerry Licheck and Dan Van Eldren with their ingenious new game. Both Sega and Taito had large arcade guns. The return of the large games shows our industry getting stronger again. *Thunderblade 5/D* uses a control handle of a helicopter to move the player around. Again a big dollar game. Sega has done a fine job with its series of high technology games from *Hang-On* to *After Burner*. Nintendo has a surprisingly good line up for its *Play Choice-10*: *Double Dragon*, *Gauntlet*, *Kung Fu Master*, and *Contra*.

Congratulations again on a great show.

Todd Erickson
Summit Amusements
St. Paul, Minn.

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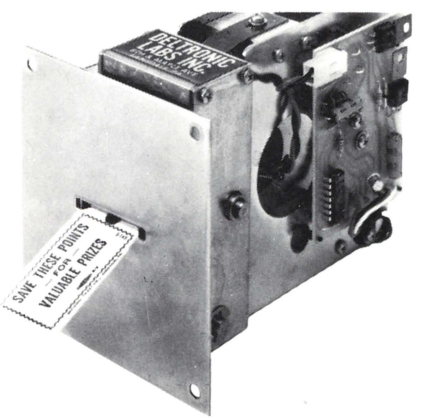

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TEN YEARS AGO

Ten years ago another state victory was won for pinball. Ohio had been embroiled in a controversy over whether pinball was skill or simply chance. The Ohio Liquor Control Division wanted to confiscate pinball machines from bar owners and issue them citations. The state agency contended that pinball machines were gambling devices if they reward anything, even free replays. In the end, however, the court fight was whether the game was dictated by player skill or chance. The judge in the case ruled that pinball was predominantly one of skill. By the way, the two machines used in the court testimony were *Spirit of '76* and *King Rock*.

Michael Stroll, president of Williams Electronics, was featured on ABC national news which explored the rapid growth of flipper games. He told Tom Jarriel, the interviewer, "The growth of pinball in the United States can be attributed to the fact that people are understanding that pinball machines aren't gambling machines. They're purely a device of entertainment and it measures skill and reflexes with a certain amount of luck."

Since the controversy surrounding pinball was diminishing during the '70s and pinball had been officially declared a game of skill, the sport was hotter than ever. Play Meter was featuring articles in every issue focusing on the beloved pinball machine. Pinball designer, Steve Kordek, admitted that only 10 years previously pinballs had about a 50-50 chance/skill ratio. However, he was quick to point out that the ratio had greatly changed and the skill factor was up to 80 percent. Steve told Play Meter that what designers and players looked for in a pinball game was something new. "The search for something different and exciting is the challenge facing every designer," he said. His words ring true still as manufacturers seek to offer players a new challenge and exciting new features.

Ten years ago, Play Meter focused on promotions and tournaments. Publisher Ralph Lally said, "Through national promotions and tournaments, this industry receives a great deal of attention. In a very real sense, it is a form of advertising. Advertising and promotion go together, and no matter how big or little one's operation may be, you're only cheating yourself if you don't cash in on the benefits of promoting your products." Joe McCarthy asked in an article titled How 'bout League Play, "What would happen if a major bowling alley decided to stop having leagues play in their establishment? The answer is obvious—it would seriously hurt their business. Weekly leagues provide the establishment with organized competition which increased interest in the sport."

Play Meter did its first dual coinman interview with tournament experts, Cal Rogers and Lee Peppard. The two, of Tournament Soccer, were running extremely successful foosball tournaments that year. They told Play Meter that their mailing list of active foosball players topped 16,000. Herb Gross authored an article called A Step by Step Approach which featured tips on starting a pinball tournament. He said, "Having your own pinball tournament is not difficult, but it does take a well-organized approach." Little did he, or anyone else in this industry, realize how big a part tournament and league play would figure in pool and darts 10 years later.

Night Fever by the Bee Gees was still the number one song 10 years ago; other popular tunes included If I Can't Have You, Can't Smile Without You, Stayin' Alive, With a Little Luck, and Dust in the Wind.

Roger Sharpe, in his Critic's Corner column, featured Gottlieb's *Sinbad*, Bally's *Mata Hari*, and *Stars* by Stern. New products 10 years ago included Atari's *Middle Earth*, *Fire Truck*, and *Avalanche*, Gottlieb's *Sinbad*, and Bally's *Sea Wolf II*.

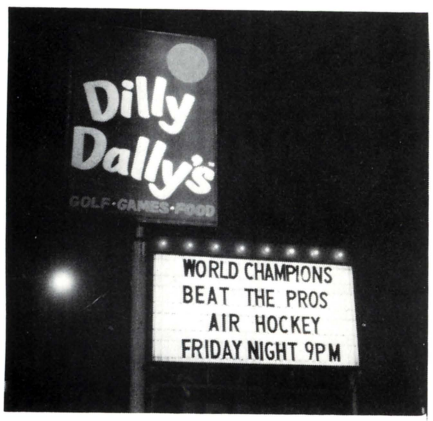
Dilly Dally's and Challenges host air hockey promotions

Several air hockey promotional events drew interested players and spectators recently at Dilly Dally's Golf Games in Marietta, Ga., and at Challenges in Decatur, Ga.

"Dilly Dally's hosted a challenge the champs exhibition in which players challenged Atlanta's Jesse Douty, current national champ, and Mark Robbins of Boulder, Colo., ranked in second place nationally. Local competitors learned valuable tips and were encouraged to continue playing in Dilly Dally's regularly scheduled air hockey tournaments.

Challenges hosted an official challenge match for the U.S. Air Table Hockey Association ranking between Douty and Robbins in a match that went down to the seventh game of the deciding seventh set with Douty hanging on to his number one ranking.

David Capilouto of Greater Southern Distributing in Atlanta reports that interest in air hockey is booming and that more locations are experiencing good revenues from the sport.



Dilly Dally's invited locals to "beat the pros".

Jesse Douty takes on a challenger at Dilly Dally's.

At Challenges, l to r: Mark Robbins, Jesse Douty, and Kevin Martin, arcade manager.

Douty wins 10th air hockey title

Jesse Douty of Atlanta won a record tenth national title at the spring Air Hockey Nationals held March 26-27 at Houston's Fame City, an amusement mall complex and waterslide park. Sponsors for the event included Dynamo Corp., Fame City, and Houston businesses.

This marked the 18th consecutive national championship organized and sanctioned by the U.S. Air Table Hockey Association and the 10th anniversary since the first USAA national was held in 1978.

All the top winners in the event have held the title of air hockey champion before and are affectionately called the "old guard". Following Douty was Bob Dubuisson of Boulder, Colo., second; Robert Hernandez of Houston, third; Mark Robbins of Boulder, fourth; Vince Schappell of Houston, fifth; Phil Arnold of Houston, sixth; Joe Campbell of Philadelphia, seventh; Mike Schoppe of Houston, eighth; Paul Marshall of Dallas, ninth; and Albert Ortiz of Houston, tenth.

Patrice Nale won her fifth straight national women's title and the Pro B division. Rick Crosco of Houston won expert; Marc Schroeder of Waco, Tex., won amateur; and John Valentino of Houston won novice.

Fame City's impressive facilities insured large crowds of onlookers in addition to those specifically attending the nationals. Fame City has eight air hockey tables in addition to 40 lanes of bowling, a roller rink, video and pinball games, bumper cars, kiddie rides, Whirlyball, two 18 hole indoor miniature golf courses, party room, disco, food court, and more.

Following the finals, an awards banquet was held at the Fame City disco and lounge where players were treated to videotapes of the competition on multiple TV screens.

Players from all over the country competed in this annual event. One of them, Mike Barry of Philadelphia, commented, "I like traveling all over the country to competitions. You're always meeting new players, seeing different styles of play. Playing different people keeps my interest up. With video games you master a game and get bored with it. It's not that way with air hockey." Barry has been playing air hockey and entering competitions for 12 years.

Larry Burns of VideOasis in Waco, Tex., was also a competitor. He and his business partner, Mary Harrington, sponsored Marc Schroeder, a young player who joined their air hockey league just two months ago and captured the amateur title his first time out.

Burns and Harrington operate a 1,300 square foot facility and describe it as drawing a family clientele. "Ninety percent are teens and young adults, also dating couples," said Larry. He credits his air hockey league coordinator Rob Carpenter with sustaining the leagues at VideOasis. Rob, who instructs and encourages young players, also attended the nationals.

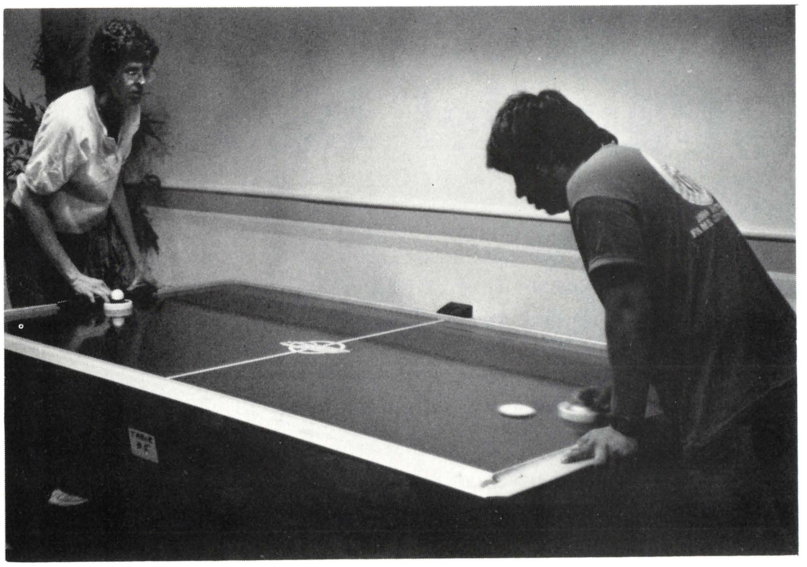
Burns is high on the sport of air hockey, saying, "It's interesting to see the different types of people who play, from high school and college students to adults. When you get a 14 year old playing only video for three years, their attention turns to girls and cars and they are gone."

For information on upcoming air hockey promotions, tournaments, and college events, call Mark Robbins at Dynamo, (800) 527-6054 or (817) 589-7699.

Bob Dubuisson (l) battles Robert Hernandez in a semi-final match.

And the winners are, l to r: Robert Hernandez, Jesse Douty, Patrice Nale, and Bob Dubuisson.

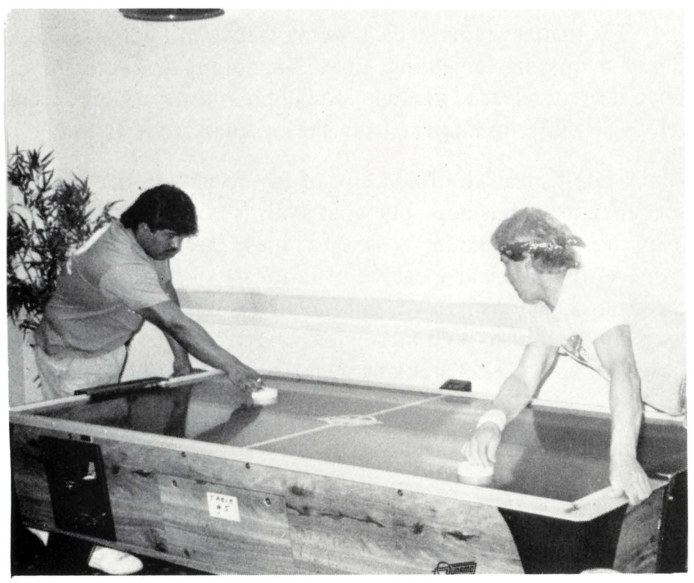
VideOasis' Larry Burns and Mary Harrington sponsored Marc Schroeder (r) who won the amateur division.



Michael Barry (l) and Jesus Ortiz in a practice match.

Top players on a national scale, l to r: Robert Hernandez, Phil Arnold, Jesse Douty, and Bob Dubuisson. Douty won top honors this time around.

Fame City's air hockey room filled with players and spectators.



Albert Ortiz pits his skills against those of Mike Schoppe.

Bob Dubuisson (l) faces Jesse Douty in the finals.

Parallel Issue Becomes Clear

Editor's Note: Sometimes we are too close to a subject to see it clearly, too emotionally involved to separate the facts and evaluate each on its own merits. Such is the case with "the parallel issue," a much debated issue in which the various segments of our industry are asked to choose sides. The letter below, from a subscriber and observer of the coin-op entertainment business, gives a whole new view of parallel game imports. It makes interesting reading and clears some cobwebs away; making simple what has become complicated.

Dear Play Meter,

I work in the consumer game business. Most of our titles come from the coin-op world, so I subscribe to your magazine (and the other one) to help me keep up with what's happening. For a number of months now I've been reading about "the parallel issue," without understanding what it was exactly; since I'm not involved with coin-op operators and distributors, my only source of information was the articles in the magazines, which all assume that the reader was already fully aware of what parallel boards are. Anyway, an article in your March issue finally clarified it for me, and on the off chance that you or your readers might care to hear the opinion of an outsider, I am writing this letter.

A parallel import board is a PC-board manufactured legitimately by the company owning the game, according to the article. The game manufacturer sells the game at home (Japan), withholding shipment and sale to the U.S. and Europe for some reason which escapes me. When they get good and ready to sell it overseas (here), they are chagrined to discover that used boards, no longer earning so many coins at home, have made their way here already! They're second-hand, and they're not complete with cabinets, etc., so they sell for cheap—at least, cheaper than what the manufacturer is charging for the complete dedicated machine. Thus they can't sell as many games as they had hoped!

I hope I have my facts right to this point, because if so, the matter is considerably less complicated than the movie/VCR and record/tape issues. Given that these are indeed the facts, then the manufacturer has no one to blame but himself! If he wants to avoid the problem of second-hand boards (of his own manufacture, mind you) competing against his newly-manufactured dedicated games, he has two options, the way I see it:

1) Release the game worldwide right from the start.

2) Offer the product in both dedicated and kit form.

Item 1) seems so self-explanatory and obvious that I wonder if maybe I'm not in possession of enough facts in the matter. I don't imagine I need to explain why this would help alleviate the problem.

Item 2) is a little more involved. I can see a number of reasons why a manufacturer might want to sell a game in dedicated form only, but if somebody else can take the used machine and make a cheap kit out of it, *competing with the manufacturer*, then the manufacturer obviously needs to re-evaluate his position. If a manufacturer sells a machine in kit form in his own country, and sells it in dedicated form elsewhere (and I haven't heard if that's going on), then he's obviously asking for trouble.

Once a machine is sold, it's out of the manufacturer's control. The buyer may do what he wishes with it: sell it, rent it, use it as part of a sculpture, or throw it off a cliff. Just as buyer #1 has a right to sell it, so does buyer #2 have a right to buy it from buyer #1! If the manufacturer doesn't like the fact that buyer #2 subsequently doesn't want to buy the thing directly from him, then that's the manufacturer's problem (unless the manufacturer is somehow preventing him from buying from buyer #1, which would be unfair).

The matter seems so clear to me that I can't help but think that I'm missing something. But if I'm not missing something, then it seems clear to me that parallel boards are not only legal but a sensible investment from the operator's viewpoint.

I don't mean to offend any of my friends in the coin-op manufacturing business, but what's fair is fair! And despite the way things are done in Washington these days, fairness is the American way. And speaking of fairness, since the views expressed here are my own, and not those of my employer, it would be unfair to hold these views against my employer. But just the same, I ask that my name not be printed with this letter.

Winter/Spring brings flurry of tournaments

As regional competitions got in full swing this winter and spring before the nationals, there was a flurry of activity all over the country for dart and pool leaguers. Following is a tournament roundup of local events with names of the happy winners. Congratulations to all the participants, and special thanks to organizers for promoting these sports so well this past season. Such events inspire more of the same and that means good business and good will for the coin-op entertainment industry.

OAMOA State Team Championships

On March 25-27, the Oregon State Team Championships were held in Seaside, Ore., at the Seaside Convention Center. On opening night operators sponsored a suds and chips get-together for the players.

Some 32 men and 32 women gathered to take a shot at the state Mixed Doubles title. The popular Open Cricket Singles event brought 64 sharp-shooters from all over the state for a two out of three double elimination.

After all the fierce dart throwing was over, these were the results in Mixed Doubles: first place—Karen Gustafson and Don Smith of Merry Time Tavern, Astoria; second place—Jim Milkovich and Tracy Archer of Sportsmen's Tavern, Salem; third place—Bill and Suzie Burgess of Gene's Tavern, Salem.

The Cricket Singles finals found these winners: first place—Will Collins of Semaphore Lounge, Portland; second place— Dennis Steele, also of Semaphore Lounge; third place—Greg Candle of Last Chance Tavern, Hermiston.

The Team Event winners were: B division, first place—Bill Pearce, Dan Wooten, Hank Robbins, and Rob Friedel; second place—Dave Ross, Bill Howard, Duane Chestnut, and Tom Zweifel; third place—Steve Olander, Jack Newberry, Judy Booker, and Ralph Loop.

State team winners in A division, l to r: Tom Frost, Will Collins, Dennis Steele, and Arlie Johnson.

The results of the A division were: first place—Will Collins, Tom Frost, Arlie Johns, and Dennis Steele; second place—Mike Harrison, John Mathews, Gary Platt, and Sam Smith; third place—Ken Caldwell, Mark Douty, Jerry Ryon, and Rob Spivey.

Special events included a Bring Your Partner category, and winners were: first place—Mark Keith and Rawlin Smith of Eugene; second place—Tom Frost and Will Collins of Portland; third place—Carl Wallen and Ken Caldwell.

The Blind Draw Team winners were: first place—Gary Platt of Portland and Joe Sexton of Salem; second place—Ken O'Leary of Springfield and Sam Smith of Portland; third place—Rawlin Smith and Al Naylor of Springfield.

Will Collins of Quality Amusement in Portland is the league coordinator for his company and served as tournament director. His right hand man in helping run the tournament was Mickey Starks, also of Quality.

California Classic

Operators, location owners, and potential locations were on hand March 23 to share the excitement with the shooters in Merit Industries' eighth tournament of the U.S. $100,000 World Series of Darts at the Ramada Inn in Burbank.

Brande Eller of Dynamic Darts (San Deigo) commented, "There's nothing like getting a potential location owner to feel the energy of the players at an event such as this. A factory sponsored tournament is worth a thousand words."

The three day, eight event tourney drew shooters from all over California, Arizona, and as far away as Wisconsin, Massachusetts, and Louisiana. It all began with a Blind Draw 301/Cricket event. A side event of High Score was ongoing for two days with a prize awarded each hour to the shooter with the highest score. All proceeds from this event were donated to the Muscular Dystrophy Association.

The top overall winner was Randy McHugh of South Bay Distributing, taking three first place trophies. Roscoe Larson had the top number of wins on the High Score event. The top shooters were: Draw Doubles—Randy McHugh and Rick Richter; Women's Doubles—Brande Eller and Barbara Smith; Master's Doubles—Randy McHugh and Jerry Indik; Mixed Triples 501/Cricket—Randy McHugh, Jerry Indik, and J.D. Dotson; Amateur Doubles—Jay Rush and Mike Carrell; Women's Singles—Debbie Noll; Amateur Singles—Rick Richter; and Master's Singles—Roscoe Larson.

Trophies and cash prizes were awarded to the top six places. Jerry Indik of Golden State Darts and Games, said, "These tour-

naments are a perfect way for distributors and operators to work together and promote their businesses with maximum exposure.''

A parting comment came from the Ramada Inn manager, who said, ''How can we get one of those machines in our bar?''

Oregon State 8-Ball Tournament

On February 19-21 the Oregon State 8-ball Championships were held at the Seaside Convention Center in Seaside, Ore.

The crowd numbered over 300 and play was held on 30 pool tables. As a pre-tournament activity, Frank Frye and Dave Winters conducted an 8-ball referee's school. The class explained everything from national rules through paper work and included information on the pool tables.

After a full night of shooting, the hopefuls had dwindled down to the final four. Top finishers were: first place—Mike Broumagem, second place—Dave Dunham, third place—Jack Rubino.

In the B division, winners were: first place—Randy Petz, second place—Lane Johansen, third place—Gary Hofer.

In the Women's Singles division, winners were: first place—Arlene Schindler, second place—Loretta Wheaton, third place—Deni Whiegele.

In the Team Division, the champs were: Bob Hamrick, Kin Ada, Dino Bomar, Randy Falk, Delzee Lynch, and Bill Rosenberry. Second place went to the team of Mike Broumagem, Dan Crabtree, Dave Dunham, Gene Lee, and Carlos Santibanez.

In the Women's Team event, winners were: first place—The Eight Ball Cougars of Sportsmen's Tavern; second place—The Silver Bells of Silver Inn; third place—The Magoo's of Magoo's Tavern.

High Country Pool League

The third annual High Country Pool League Team Tournament was held Feb. 26-28 in Ft. Collins, Colo. A total of 47 teams participated, representing entrants from Wellington, Laporte, Greeley, Tinmath, Loveland, and Ft. Collins, Colo., and teams from neighboring Thermopolis, Laramie, and Cheyenne, Wyo. High Country is a team 8-ball league and the competition brought out some of the best players. Fourteen teams were all ladies. The purse was $3,200 with $1,000 from Strohs. High Country Table Express provided 28 tables for the tournament.

The tournament format was a 25 game round robin for men's A, B, and C divisions. Ladies used four player teams and played a 16 game round robin format.

Thanks to the organizers and players for making this tournament a big success.

The Match Ups 6 of Ft. Collins won first place in men's A division in the High Country tournament.

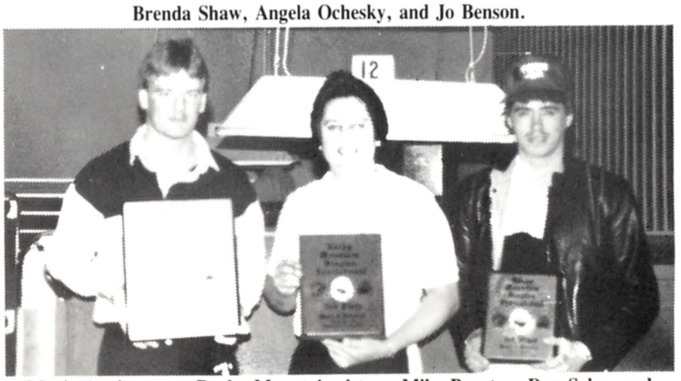
Rocky Mountain Invitational

Laramie, Wyo., was host city for the third annual Rocky Mountain Invitational Singles Tournament held at the Albany County Fairgrounds in Laramie, Wyo., January 22-24. High Country Table Express provided 36 tables for the competition that drew 167 entries.

In the women's A division, Brenda Shaw of Laramie took first place and Angela Ochesky of Cheyenne took second. Women's B division was locked up by all Wyoming women: Rita Loveless of Rawlins won first place and Beth Misner of Caspar won second.

Men's A division winners were Mike Braaten of Ft. Collins, first; and Dan Salas of Ft. Collins, second. Men's B division winners were Gene Kapperman of Ft. Collins, first; and Doug James of Laramie, second. Men's C division winners were Brian Lindahl of Ft. Collins, first and Sam Sanchez of Rawlins, second.

Women's A winners in the Rocky Mountain singles tournament were l to r: Brenda Shaw, Angela Ochesky, and Jo Benson.



Men's A winners at Rocky Mountain, l to r: Mike Braaten, Dan Salas, and Monte Thayer.

Bullshooter III regionals continue

On Feb 20-21, Lieberman Distributing co-sponsored one of four Arachnid BullShooter III qualifying regional tournaments at the Minneapolis Ritz Hotel.

Rick Brinkman of Minnesota became the north's Masters Singles Double In/Double Out champion and will bring strong competition to the international finals.

Mary Peltier won the Women's Singles competition while fellow Minnesotans Lois Peipkorn and Suzie Warumzer won Women's Doubles. Chris Cordray and Dean Blake, who won second place in Mixed Doubles at the BullShooter II Finals last year, won both Mixed Doubles 701 and Mixed Cricket. Mike Richards and his 15-year old partner Mike Peterson won Open Doubles. Mike Minter took first place in Cricket Singles while Greg Seelen won 501 Open Singles.

The following weekend brought another regional co-sponsored by C. A. Robinson of California. George Van Etta won the Masters Singles 301 Double In/Out Championship Title. George also won the Cricket Singles event.

Theresa Nerona, also of San Jose, won the Women's Singles title after taking first place in Women's Doubles with partner Sherrin Altamirano. Theresa then won Mixed Cricket with Jim Nolan. Jim was another big winner, taking Open Doubles with John Nerona and winning 501 Open Singles. 701 Mixed Doubles champions were Bunny Duncan and Stan Chiu.

Glenn Charney, Linda Winstead, and Mike Bjonfald of Lieberman Distributing visited the Minnesota northern regional.

Then in Syracuse, March 19-20, another regional competition was held at the Sheraton Inn, Syracuse Convention Center, co-sponsored by T.O.P. Distributing.

Bruce Holmes of Appleton, Wis., won Masters Pro Singles-301 Double In/Double Out and also Cricket Singles. Kathy Karpowich of Freeland, Pa., won Women's Doubles with Nancy Chynoweth of Savquoit, N.Y., and also won Mixed Doubles 701 and Mixed Cricket with Bob Newey of Barneveld, N.Y.

Dave Braniecki and Phil Walters, both of Buffalo, N.Y., won Open Doubles, and Bob Slifer of Kittanning, Pa., won 501 Open Singles. Chris Liebers of Pittsburgh won Women's Singles.

The top three places in each event in each of the regionals were awarded cash prizes, trophies, and qualifying certificates which will allow them to enter the BullShooter III Finals, set for Memorial Day weekend, May 28-30, in Chicago.

U.S. Team successful in Las Vegas

Dart teams from West Germany and Japan journeyed to the Hacienda Hotel in Las Vegas March 4-5 to match their skills against a North American team which was to be determined in the qualifying matches among the U.S. and Canadian players on the 30 new Valley *Royal Dartes* machines.

The West German team won the European qualification tournament last November in Bingen, West Germany that was conducted by Valley's exclusive distributor, NSM Loewen, and received an all expense paid trip to Las Vegas to compete in the championships. The Japanese team had earned the same prize and privilege in the Far East qualification tournament held in Tokyo in January. That tournament was sponsored by Takagi Kogyo, Valley's exclusive distributor of *Royal Dartes* in Japan.

Tournament director Bill Nemgar of Salmon Amusement opened the North American qualifications with the introduction of his tournament committee: John Nemgar, James Griffiths, Dave Dristal, and Dan Meeker. Valley president Chuck Milhem then introduced attending dignitaries including Tami Norberg-Paulsen of C&N Sales, Mankato, Minn., president of the AMOA National Dart Association; Mr. Toshio Shimizu, president of Takagi Kogyo; his general manager, Saburo Okita; and advisor Ray Jessup. Also introduced was Ulli Kunnecke, NSM's marketing manager; Gunter Schmid, NSM's manager of promotions; and Stefan Dreizihnter, European journalist.

Among the special guests was president Isao Tomijima and executive manager Kenichi Eguchi of the Valley Dart Club, Osaka, Japan. This club, the first of it's kind in the world, is

Winning USA team and Valley's Chuck Milhem.

totally dedicated to electronic darts and is equipped with 15 *Royal Dartes* as well as complete food and beverage services. Other officials from the club included Keisike Ogata and N. Hideo. Several more Valley Dart Clubs are scheduled to open in Japan in 1988 with the first in Yokahama this spring.

Following the introductions, play began with more than 150 men and women local qualifier winners from across the U.S. and Canada. The format for North American qualifications was 501 Double Out, best of three, double elimination.

Winners in Men's Singles were: first place—Bruce Holmes, second place—Jim Ratliff, and third place—Kevin Seamen. In Women's Singles, winners were: first place—Colleen Washburn, second place—Robin Townsend, third place—Sis Chatelain.

In Mixed Doubles, winners were: first place—Terry Mutton and Carol Johnson, second place—Mark Turner and Patty McGill, third place—Ron and Pam Stelter.

After a brief intermission, the individual team members representing the U.S., West Germany, and Japan were introduced and acknowledged with the playing of the national anthems of the three nations. Game selection was the same 501 Double Out with a modified round robin format. The more experienced Americans moved quickly out in front and ultimately captured the gold medals.

In this, their third year of international competition, a much more relaxed and improved German team emerged as the silver medal winners. Showing great style and technical ability, the Japanese won the bronze.

The finale was an awards banquet. One award given then was the gold cup that symbolizes the event. It now has the names of the U.S. winners and will be sent to Bingen, West Germany, site of the next Valley World Dart Championship in 1989.

Although there were no cash prizes, the World's Champion American Team will receive an all expense paid trip to Japan courtesy of the Valley Company. The host distributor, Takagi Kogyo, has promised a series of challenge matches and exhibitions as well as an enjoyable tour.

Missouri Open

St. Louis, Mo. hosted Merit's World Series of Darts Missouri Open regional tournament March 5 at Off Broadway, a leading local night club. It was St. Louis' introduction to soft tipped darts as the city has no electronic dart leagues.

Jack Silverest of J & J Distributing, who co-sponsored the event, stated, "Darts is new to us and we are anxious to get started here in St. Louis! These people here today are great, this sport should do very well once the ball starts rolling."

Operators' league support came from Indy Amusements, Indianapolis; Midwest Electronics, Decatur, Ill.; Green Amusement, Louisville, Ky.; and Kramzar Amusement, Springfield, Ill.

Trophies were donated by Cloverka Co. and the St. Louis Dart Shop. Off Broadway owner Joe Camarda made a special day opening for the club to accommodate the event and commented, "This type of event was a first for us, we did a good days' business and the crowd was very polite, good people."

Highlighting the day was the added Indy vs. St. Louis challenge match. Monies raised from the challenge were donated to Muscular Dystrophy. Indy won by a three to two margin.

First place winners in each event were: Open Doubles—Steve Wagoner and Tom Harper; Men's Singles—Steve Wagoner; Women's Doubles—Judy Brott and Tracy Brott; and Women's Singles-Judy Brott.

First place winners in the Missouri Open, women's Doubles, l to r: Tracy Brott, Cloverka sponsor Grace Houska, and Judy Brott.

First place Open Doubles team in the Missouri Open, l to r: Tom Harper, Cloverka sponsor Bob Houska, and Steve Wagoner.

Great Lakes Open

Held at the Chippewa Lanes in Mt. Pleasant, Mich., the Great Lakes Open hosted dart players from the four corners of the state as well as Illinois and Wisconsin.

The tournament, held February 27, was hosted by operator Terry Meier of Dolphin Coin in Mt. Pleasant. Over $1,500 in prize monies plus trophies were awarded in five events. Participating operators included: KC2, Inc., E. Detroit; American Amusements, Bay City; Star World Amusements, Grand Rapids; and Midwest Amusements, Jackson.

The first place winners in each event were: Four Person Team—Jay Grene, Yogi Yruegas, John Chase, and Harry Davis; Consolation 301—Jeff Champaine, Tom Murphy, Wayne

Thomas, and Phil Shailer; Women's Doubles—Nadine White and Kelly Ackley; Open Doubles—J.R. Koenigs and Lee Smith; Draw Doubles—Steve Cheak and Jodi Wiegman.

First place in the Great Lakes Open, Open Doubles, l to r: Lee Smith, Terry Meier of Dolphin Coin, and J.R. Koenigs.

Great Lakes Open winners for Open Doubles, l to r: Frank Weaver, Terry Meier of Dolphin Coin, and Dale Weaver.

Colonial Classic

Merit Industries introduced electronic darts to the greater Boston area with the Colonial Classic on Feb. 7 at the Franco American Club.

Boston's Minute Man Dart League (MMDL), the world's largest steel tip dart club, boasts over 6,000 active darters! "The MMDL members, myself included, were very skeptical of this game and tournament today," remarked Emmett Halpin, a MMDL member and regional director for the American Darts Origination, "But I have to admit this game is fun!" And fun they had as players from Massachusetts, Connecticut, Rhode Island, New Hampshire, Maine, New York, and a busload of Philadelphians enjoyed the full day of competition.

"The Double Bullseye (25 single and 50 double) made the difference here today," stated Glenn Remick, tournament director. "The Doubles Events were Cricket with the Double Bullseye players opting to throw for the Bullseye at the end of the game instead of the beginning." Steve Tobin, who traveled from western Massachusetts to compete, added, "The Double Bullseye definitely makes the game of Cricket more exciting, more competitive, and that's what it's all about."

In the Open Doubles event, Peter Morrison of Massachusetts and Art Robichaud of New Hampshire defeated Charlie Onichimowski and Gary Wiegman, both of Philadelphia, to capture first place. Massachusetts players Kelly Gerhart and Steve Baker placed third with Gary Remick and Joe Warsawski placing fourth. Women's Doubles champions were Dale Remick of Massachusetts and Cecile Chaisson of New Hampshire. Connie Melanson and Joanne Celley, also of Massachusetts, placed second. It was Dale Remick again winning the Women's Singles, defeating Cindy Mills of Philadelphia. The Open Singles champion was Larry Butler of Massachusetts, with second place going to Peter Morrison.

In addition to the schedule, Doubles and Singles, High Score, Baseball, and Shanghai contest games were played to raise monies for the local Muscular Dystrophy chapter.

AVB/VNEA Team Championship

All 160 teams in the A. Van Brackel & Sons league program were invited to attend and compete for over $4,000 in cash prizes and awards at the third annual AVB/VNEA local association team tournament in late January and early February at the Inn Between in Ottawa, Ohio. A three round, double elimination format was used with total points deciding match winners.

Women's Division I winners in the AVB/VNEA championship was the PegLeg team.

After the four weeks of competition, first place winners were: Women's division I-PegLeg of Continental; Women's division II-J.B. Shaker's of Defiance; Men's division I-J.B. Shaker's of Defiance; Men's division II-Silver Dollar of Findlay; and Men's division III- Silver Dollar 2 of Findlay.

Thanks are extended to the board of directors, representatives, committee members, and especially tournament director Larry Snyder for all the time and effort in putting together a very successful and well organized local association championship. Support is appreciated from all who advertised in the program and Acme Beverage Company from Findlay for providing raffle items.

Congratulations to Steve Reinicke of Stryker whose ticket was drawn for the Valley *El Tigre* pool table. John Martinez of Paulding won a $300 Biagio Cue and Mike Hallman of Stryker won a Norwood Cue. Don Cordes, who plays for Swisher's in the Black Swamp 8-Ball game, won 21 out of 24 games played during Division II.

AVD/VNEA winners in the Men's Division I was the team from J.B. Shaker's 7.

Cactus Classic

The fourth U.S. tournament in Merit's World Series of Darts, the Cactus Classic, was held in Phoenix, Ariz., January 16-17 at the Quality Inn. Special events during the tournament and charity boards sold prior to the events benefitted the Muscular Dystrophy Association. Over $600 was raised for MDA.

Radio and newspaper reporters were on hand to interview the players, several of them steel tip players trying machine darts for the first time. Comments included "competition was serious, the events were fun, and the competitors were friendly." The steel tippers enjoyed the difference and said we could expect to see them at upcoming soft tip tournaments.

The top shooters taking first place in each division were: Open Doubles 301—John Gray and Jeff Loisel; Women's Doubles 301—Carol Dausend and Debra Pyle; Blind Draw Doubles 301/Cricket—Shelia Smith and Henry Talavera; Mixed Triples 501/Cricket—Debra Pyle, Dick Parke, and Bob Bretz; Open Singles 301/Cricket—John Gray; and Women's 301/Cricket—Irene Johnson.

Washington State Playoffs

Over 1,000 shooters and spectators from all over the state attended the Washington State Soft Tip Dart Association playoffs in Puyallup, Wash., Jan 9-10. The tournament ran for two days of exciting competition and was covered by Channel 7 of Seattle and several local newspapers.

Tournament director Rick Lynch of Merit Industries, said, "I believe machine darts is the fastest growing league sport in the nation and this type of event is a premium method of showing players, operators, and tavern owners what kind of excitement can be generated with factory sponsored tournaments and leagues."

Wyoming Seven State Tourney

The first annual VNEA seven state tournament including Colorado, Wyoming, Utah, Idaho, Montana, South Dakota, and Nebraska was held December 4-6 at the Wyoming National Guard Armory. There were 36 Valley tables used in the competition.

Women's A Division winners in the Rocky Mountain Invitational, l to r: Angela Ochesky, Joan Krenning, Doris Kasim, and Jo Benson with tournament director.

Rocky Mountain's Men's B winners, l to r: Randy McDonald, Jeff Morton, and Jeff Sodorstrom with tournament director.

Special thanks go to Frank Frye and his officials for keeping the matches running smoothly, and giving some very informative seminars on rules. The finals started first rounds Saturday night and proceeded to Sunday. Final brackets consisted of 16 for Men's A, 16 for Men's B, eight for Men's C, four for Women's A, and eight for Women's B.

The top two places in each division were: Women's B—first, Laura Wilson; second Kathy Wilson. Women's A—first, Angela Ocheski; second, Joan Krenning. Men's B—first, Randy McDonald; second, Jeff Morton. Men's A—first, Dick Spitzer; second, Ken Glidewell.

Canadian/American Team Invitational

The fifth annual Canadian/American Team Invitational Championship was held March 25-27 at the Lima Eagles Club in Lima, Ohio. A. Van Brackel and Sons of Defiance, Ohio, hosted the event comprising 36 teams from the Van Brackel pool league program; Town and Country Amusement, Windsor, Ontario, Canada; and Jack Eiser Sales of Fort Wayne, Ind. Teams competed for awards and $3,600 in prize money.

The event has been referred to as an All-Star Team Championship since teams may be the topped ranked team in a league or an all-star team consisting of the best players from the league. Teams must be invited to compete. The competition received both television and radio coverage.

Winners in the Men's Division were: first place—Shorty's 13 of Fort Wayne, Ind.; second place—Mongo Murphs of Windsor, Ontario, Canada; and third place—Romie's Corner of Ottawa, Ohio. Winning in the Ladies Division were: first place—Mongo Murphs of Windsor, Ontario, Canada; second place—J&J's Tap of Fort Wayne, Ind; and third place—Wagon Wheel 3 of Defiance, Ohio.

Special thanks are extended to all who volunteered their time to help make the championship a success; and to Bud Light and C&G Distributing for sponsoring the event and purchasing the traveling awards.

Canadian/American Invitational Ladies Division winners, l to r: Judy White, Mona Parker, Shar Charette, Charlie Kobryn (coordinator), Deb Top, and Patty Street.

Men's Division winners in the Canadian/American event, l to r: Rose King (league coordinator), Weldon Rogers, Mitch Betree, Dave Hancock, Otis Saylor, Danny Briggs, and Art Rivera.

Northern New York Championship

The 12th annual Northern New York Eight-Ball Championship Tournament with over $6,000 in awards and cash prizes concluded March 27 at the Holiday Inn Convention Center in Lake Placid, New York. Sponsors included Valley Vending, Upstate Vending, and A.S. Hardy Co.

The tournament consisted of 90 players from 45 locations across the entire northern tier of New York state and had been underway since early January in the Clinton, Franklin, Essex, and St. Lawrence County areas.

Winners of the A division were: first place—Bernie Robinson of Malone; second place—Dave Lamere of Keeseville; and third place—Steve Duprey of Saranac. In the B division, winners were: first place—Robert Marshall of Malone; second place—Herb Collins of Lyon Mountain; and third place—Jerry Otis of Moira. Eighty-four other players also collected cash prizes in the A and B divisions.

Northern New York pool player sets up difficult shot during Lake Placid competition.

Merit series travels to France

Societe Nesto, *Bull Buster* distributor for France, and Merit Industries, teamed to bring the World Series of Darts Tournament to France March 19-20 at the Parc de Expositions complex in Rouen, France. Total payout in cash and prizes totaled over 70,000 francs (that's over $12,000 U.S. dollars!)

The top two players in the AA and A division of singles were designated as members of the French National Dart Team, and competed in the USA at the AMOA National Dart Association Team Dart Championship in Lake Geneva, Wis., April 28-May 1.

Over 100 location tournaments were held to qualify players for the French National Finals. Although machine darts are relatively new in France, competition is quickly sharpening the skills of the players. The enthusiasm and excitement from the players and spectators alike indicates that electronic darts will continue to be a favorite. The French slogan is, Vive Les Fleschettes!, or Long Live Darts!

Lane Helgeson, a top U.S. dart player, draws large crowd for shooting exhibition in Rouen, France.

Booth at REGAL show, in conjunction with *Bull Buster* tournament, l to r: Daniel Couboulic, Lane Helgeson, and Eric Carpentier.

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How Much Is Too Much Salary For A Shareholder?

by Irving L. Blackman

More than ego is at stake when the owner/operator of a corporation sets his own salary. As the sole shareholder, he can make his salary whatever he wants it to be. There's no one to stop him from taking too much.

No one, that is, except for the IRS. What's at stake is the corporation's deduction for salaries paid. To qualify as an ordinary and necessary business expense, the salaries must be reasonable. If the IRS finds part of the owner's salary to be unreasonably high, they will treat that part as a nondeductible dividend.

What can you do to protect your salary from assault by the IRS? A recent Tax Court case (VanderPol, TCM 1987-555) maps out the best strategy. You'll like this case. You must look at the situation from five angles, the court said, to determine if compensation is reasonable. Here's the story: The IRS objected to the salary taken by the president of a company that operated several tractor dealerships. He was paid $191,000, $242,000 and $270,000 in three different years. Here are the five factors the Tax Court used before raising the victory flag in the president's favor—all salaries and bonuses were held to be reasonable and deductible by the corporation.

1. Role in the company. How instrumental is the owner in the success of the company? The court found the president was indispensable, making all management decisions, supervising the sales and service staffs and working 12 to 16 hour days without taking vacations.
2. External comparisons. How does the owner's salary compare with others in the same industry? Competitors were called to testify, and the court found that the president's salary was in line with what others received.
3. Character and condition of the company. How hard is the president's job and how successful has he been? On this score, the court held that the president's innovative marketing techniques made the company a leader among farm equipment dealerships.
4. Internal consistency. Is the compensation related to the services rendered, or is it set only after the profit figures are in? Several years earlier, the owner fixed his bonus formula at twenty percent of net profits and has followed it consistently ever since.
5. Conflict of interest. Was the president's salary set at arm's length? The court said the test should be whether an independent investor would feel he was getting a fair rate of return on his investment after the salary was paid.

This case gives you a well-marked road map to lead you to higher reasonable salaries. Use it.

When Separate Returns Make More Sense

Most married couples file joint tax returns for two good reasons: There's less paperwork, and the tax burden is less than if separate returns were filed. However, tax reform creates more situations where married taxpayers can save money simply by filing separate returns.

For example, filing a joint return may prevent a spouse from claiming a deduction for an IRA contribution that could be taken on a separate return. The new rules disallow IRA deductions on a joint return showing more than $50,000 in adjusted gross income if either spouse is a participant in a qualified pension or profit-sharing plan. But if they file separate returns, the spouse who isn't covered by a plan can still park up to $2,000 of earnings in an IRA.

Another tax-saving situation often arises where one spouse has a large amount of unreimbursed business expenses. The new law reclassifies such expenses as miscellaneous itemized deductions and limits the deduction to the amount that is in excess of two percent of adjusted gross income. If a couple files separate returns, this two percent floor is calculated separately, netting a larger deduction for the spouse claiming the miscellaneous expenses.

Example: A married couple has a total of $75,000 in adjusted gross income, $50,000 from Ronald and $25,000 from his wife Nancy, who also has $2,500 in unreimbursed business expenses. On a joint return, the two percent floor would wipe out $1,500 (2% x $75,000) of the business expenses, leaving only a $1,000 deduction. If they file separate returns, Nancy could claim $2,000 over the $500 floor (2% x $25,000). That's an extra $1,000 in deductions.

The same rationale applies to medical expenses.Tax reform raised the floor for medical expenses from 5% to 7.5% of adjusted gross income. In the above example, to be deductible on a joint return, medical expenses must exceed $5,625, but only $1,875 if the expense could be claimed on Nancy's return.

To take advantage of these tax situations, married couples should keep tabs on who's entitled to what deductions. Your best bet: Compute the tax both ways, filing jointly or separately.

Some Points About Deducting Mortgage Refinancing Points

Wow! Are you happy. You just arranged to refinance your home mortgage at a much lower interest rate. Here are the facts: The balance on your existing mortgage is $80,000, but you decide to borrow $100,000 and use the extra $20,000 to remodel the house. The new lender charges you 3.6 "points" ($3,600), which you pay from separate funds at closing.

Can you deduct the entire $3,600 in the year paid? Not quite, says the IRS in a new ruling (Rev. Rul. 87-22). You can only deduct $720 (20% of the $3,600), while the balance of $2,880 (80% of $3,600) must be written off over the 20-year mortgage period.

Is the IRS right? They cite mighty little law to back up their opinion, and there are no court decisions on the issue. The law (Tax Code Sec. 461 (g) (2)) refers to indebtedness incurred in connection with the purchase or improvement of the home. It doesn't say anything about existing indebtedness. Let's take a closer look comparing our facts to the law. Since $20,000 was borrowed for improvements, the IRS concedes that the related points are currently deductible. The IRS claims the $80,000 was incurred in connection with your continued ownership and not for the purchase of your home. Therefore, the IRS reasons, no current deduction.

As to the $80,000 that paid the existing mortgage, three things have happened: (1) there is a new lender, (2) there is a lower interest rate, and (3) points have been paid. Nothing has really changed. The new underlying indebtedness simply replaces the original loan incurred in connection with the purchase of your home. Clearly, the new points should be deductible. NOTE: Don't confuse refinancing with the increasingly popular home equity loan, which is considered additional financing, and not merely a refinancing.

It is very possible that Congress may pass a new law to kick over this terrible IRS ruling. Or maybe the courts may do the deed. In the meantime, you may want to take your chances and claim a deduction for the points. If you do, realize that you may soon be locking horns with the IRS. So play it safe. Put a disclosure statement on line 13 of Schedule A of your Form 1040 saying, "Points on refinancing of home mortgage." This will save you from a possible penalty for understatement of tax in the event the IRS ultimately wins support for its interpretation.

One more point: The points, to be currently deductible, must be paid from separate funds. If the points are deducted from the proceeds of the loan, you do not get a current deduction even if the proceeds are used to purchase or improve your residence.

The IRS Learns That Only God Can Make A Tree

With the poet Joyce Kilmer on the verge of turning in his grave, the IRS was in the Tax Court recently to argue against a business deduction for the cost of raising jojoba plants. What was the IRS' problem? Mr. Anthony Laglia deducted these costs as an ordinary expense in his business of producing and selling the oil from the plants.

Disallow the deduction, the IRS told the court. Why? asked the court. Because the Tax Code denies deductions for the cost of raising fruit-bearing trees in a grove or orchard," instructed the ever omnipotent IRS. Mr. Laglia added that he did not sell fruit; he sold oil. He also pointed out that the jojoba wasn't a tree, but a shrub.

The indomitable IRS countered that the shrub could be pruned to look like a tree, and so a field of shrubs should be considered an orchard (of trees) for tax purposes.

In a rare display of poetic sensitivity, the Tax Court (Anthony G. Laglia, 87 TC 48) proclaimed that a shrub is not a tree. Even if a man can make it look like one, only God can make a tree. Mr. Laglia got his deduction.

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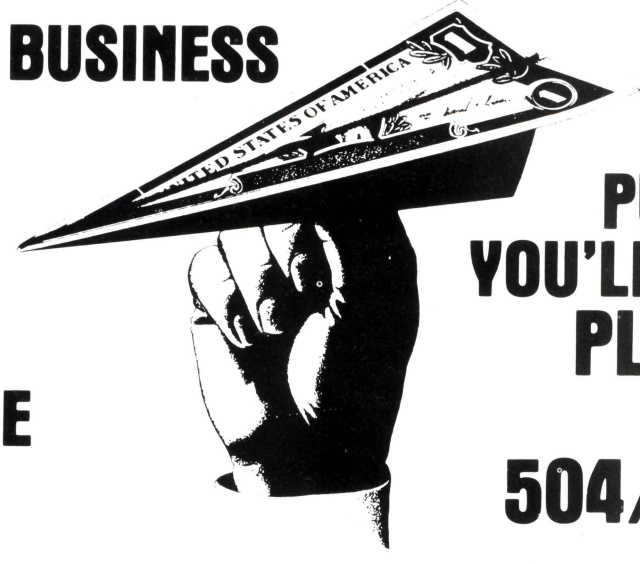

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More ACME Picks

by Steve Harris

Here's some more goodies that I found at ACME '88. Some of these titles are going to be all-around attractions, while others stand out for displaying a revolutionary idea or two.

Goindol

I'd been hearing about this unassuming little *Arkanoid* spin-off through word-of-mouth and advertising for some time, but it wasn't until ACME that I spent some time with the game. Beyond the initial recognition of the theme, however, *Goindol* boasts quite a few enhancements that make it more of an extension of the *Arkanoid* theme, rather than a copy of it.

The basic theme is to smash a ball through multiple playfields of multi-colored bricks. While this could have easily turned into yet another *Arkanoid* spin-off, the designers of *Goindol* have thrown a number of exciting and visually interesting additions into the game play that make it play like an original game. Pinball bumpers line the walls to ricochet the ball, a variety of power-ups can be retrieved from behind the bricks, and bonus rounds have been included to reward extraordinary performances.

Although it has a slightly different feel to it, *Goindol* was a surprise that I wish I'd seen sooner. The graphics are clean and detailed, and a number of musical tunes are sure to keep players involved.

All in all, *Goindol* is an appealing game with plenty of support to keep interest at a high level. Check it out!

Thunder Blade

Sega's come a long way with their line of pseudo-first person perspective drivers and shooters. Some have been a little better than others, but all of the games, from *Hang-On* through *After Burner*, had some of the brightest, sharpest, most detailed graphics ever seen in arcades. *Thunder Blade* is Sega's latest addition to this long line of games and it follows very well in the footsteps of its predecessors.

This time the action is split between a top view and a head-on view, as the player controls a helicopter that is armed to the teeth through enemy cities and across other terrain. While players must shoot or be shot in one of the wildest aerial combat games I've ever seen.

While the action does switch between the two angles, both are rendered in exceptionally well-drawn graphics, with vivid animation to match: Even the overhead view is in a three dimensional environment, as the players raise and lower their altitude, the surrounding landscape becomes closer or more distant. It's a fantastic effect that the *Thunder Blade* designers pull off to perfection.

Outside of the great graphics, and the equally outstanding sound effects and music, *Thunder Blade* is little more than a straightforward shoot-em-up. That's not to say that it suffers because of this fact, but the scope of play is limited to these boundaries.

Thunder Blade, however, does provide more control to players than Sega's last high-tech beauty, *After Burner*. There's now a throttle control to monitor the chopper speed, as well as the ability to go backwards.

Sega is also offering this shooter in both standard and simulator packages (the simulator swivels left and right to the players on-screen responses), but beyond the simple movement back and forth, the simulator model is basically the same as the upright.

Thunder Blade wasn't the best game of the show in the way that *Hang-on* and *Out Run* were, but it did have some nice features (most noticeably the fantastic graphics and animation) that made it stand out. Since *Thunder Blade* is confined to a shooting theme it's hard to tell if it will profit with players or not. It certainly has some of the marks of a winner but time, as always, will tell.

Vindicators

Here's a game that was receiving a lot of talk at the show, maybe more than any other game debuted. *Vindicators* is essentially Atari's old *Tank* game from the mid-seventies but with some cosmetic changes made for a new audience of players.

Vindicators is more of an adventure when compared to its predecessor. Rather than shooting it out on a stationary plain, *Vindicators* offers some magnificent scrolling graphics, a host of enemy weapons, and special bonus rounds and power-ups designed to insure repeat play and buy-in.

As the player guides the *Vindicators* tank through each section of enemy territory (visually represented as an on-screen map prior to each round), enemy vehicles, cannons, and other dangers are encountered. Destroying these objects awards a variety of items ranging from extra energy, to power-ups, to medals which can be traded in at the end of each round for special weapons and enhancements to improve the player's tank.

The game controls are also a nice throwback, with dual levers provided for each player (up to two players can compete at once). These make the tank characters move realistically and afford a greater sense of control than might otherwise be available.

Vindicators has a lot of good ideas that, for the most part, have been brought to the screen fairly well. The play does suffer from being a bit repetitive, but with the bonus rounds and changing landscapes, most of this repetition isn't noticed. I liked *Vindicators* as a simple, yet powerful new entry that has strong appeal. It's an attractive piece, incorporating almost all of Atari's buy-in, add-a-coin, and high score features. A solid game all the way around.

A Jax

Here's a game that seemed to be a failed and lackluster attempt to capture the magic of the best shooters that the arcades have to offer. *A Jax* combines two distinctly different play mechanics, an over-the-head helicopter attack, with a first person attack by a jet fighter. While *Thunder Blade* uses dual points of view, the transition between the screens is smooth, unlike *A Jax* which switches to a completely different aircraft! My first impression was that the Konami designers had ideas and outlines for two different games, but not enough substance to enable either to stand on their own. So they combined the two games and voila! Two halves make a whole! It sounds like the blueprint for a terrible game, but for some strange, unexplained reason, *A Jax* works! It succeeds on every level it addresses and provides some thrilling action in what would have otherwise been just another *Tiger-Heli* or *Twin Cobra*.

A Jax is designed with a tremendous attention to detail, boasting great graphics and absolutely sterling sound and music backup. Players must guide a helicopter in the first portion of play, across a landscape dotted with tanks and artillery. Meanwhile, other helicopters, transports, and jets attack from above, creating some truly intense action sequences. Players are provided with separate missiles and bombs (for air and ground targets respectively), as well as a special super weapon that destroys a wide area very effectively. Each round of play leads to a main character or ship that must be destroyed before play progresses.

The second, first-person portion of play doesn't boast the graphics of *After Burner*, but they are still very good, with more attention placed on the actual missions. The first brings the player through a series of cloud layers, where other enemy fighters must be fought off, to a waiting armada of battleships. Even though the graphics are adequate, the effect that's pulled off is impressive.

A Jax is a game that just gets better the more you play it. Although I had a few reservations initially, *A Jax* is now one of my favorite games, simply because of the unique blend between the segments of battle and the support features that it showcases. I give *A Jax* a big thumbs up as a kit, and expect this game to develop a large and loyal following in the months to come.

Other games I saw at ACME

Galaga '88, a good shooter that Atari is offering as a kit for *Dragon Spirit* and *Pac-Mania* has lots of new features and follows very well in the footsteps of the tremendously popular original.

Heavy Barrel, very similar to *Ikari Warriors* and *Victory Road*, but with a more important mission to gather weapons to create a powerful, and visually impressive, super gun. It looks good and plays good, marking one of the better titles I've seen from Data East recently.

Blasted, I had mixed feelings about this conventional game due to the controls that it uses. Dual guns are mounted on the cabinet and give the impression to the average player that they work as light guns. In reality, they are nothing more than joysticks with fake guns mounted on top. The action was good, with lots of humorous overtones, but since it's a split-screen effort, the amount of space devoted to the actual game play is rather small (as in *Xybots*).

Viper, here's a game that has a lot of promise. Leland's new *Viper* is a retold version of their shooter simulator *Danger Zone*. New screens, attack paths, and special shops that allow players to arm themselves with better weapons make this one a great piece to take a closer look at.

Congratulations should once again be extended to everyone who participated in the 1988 ACME. It was a great show that saw the introduction of a lot of new equipment. I'll be back next month with more reviews and a closer look at the new mechanical gun games being offered by Sega and Taito.

"Goindol was a surprise I wish I'd seen sooner. A Jax is now one of my favorite games, simply because of the unique blend between the segments of battle and the support features that it shows."

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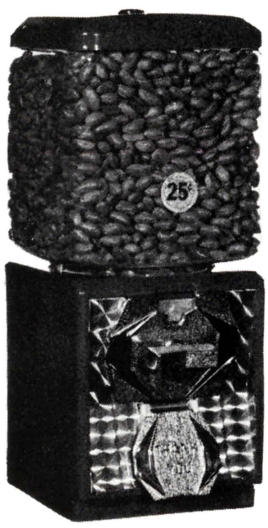

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Are You a Candidate for Burnout?

by Larry Stessin

[If anyone is at the top of the list of possible burnout victims, it must be operators. Many run one-man operations and that one man does everything from service to sales. Even when those businesses expand, it's hard to let go. It can't be easy. Someone once told me (when I was in the middle of about a dozen projects here at work) that you can't do too many things and do them all well. I've never forgotten it and really understand what he meant. It's hard to pass a task along knowing you could do the best job. Probably that new technician can't fix games quite as good as you can. But when you started your career, there was probably someone a little better who gave you a chance and, perhaps, retained his sanity at the same time! If you read this and say "Hey, that's me all right!" then slow down; don't be a burnout victim.....Valerie]

The hottest item on the management grid these days is b-u-r-n-o-u-t It seems that business is so unnerving,bosses so demanding, assignments and deadlines so onerous, a workplace so tiring, peer pressure so competitive, office politics so downright dog-eat-dog, that many of those in mid or high level management turn into a notch or two above vegetables.

One publication compares burnout victims to jugglers. They pick up three balls (jobs, task, causes) and start juggling them. Once they feel competent enough, they pick up two more balls. Then three or more. Other people marvel at their ability to do so many things at once. Eventually under the constant pressure the quality of their work drops. The victim responds by pushing himself harder. The cycle continues because burnout victims fail to heed the warning signals or symptoms believing that things will get better soon if they keep up the pace. To forewarn these potential unfortunates a couple of management consultants have devised a Burnout Quiz.

Burnout Quiz

For each statement assign ten points if you agree strongly, seven points if you agree, three points if you disagree, and zero points if you disagree strongly.

1. I always seem to feel fatigued throughout the day.
2. I find myself talking less and less in business and social meetings.
3. My memory seems to be deteriorating, I'm forgetting more and more.
4. Even after a good night's sleep, I still feel tired.
5. I find it very difficult to really relax, my mind always seems to be in full gear thinking about work.
6. At the end of each day, I feel that I'm further behind than when I started the day.
7. I seem to be more irritable and cranky lately. I am not as patient with others. I have a short fuse and blow up easily.
8. I am spending less and less time on physical activities and hobbies or with my family and friends.
9. I seldom seem to be pleased with what I've already accomplished. I feel that I should be accomplishing more.
10. I either operate at full speed ahead or at dead asleep—no middle ground.

Scoring

0-15 points: You either don't do anything or you've really got your act together. 16-50 points: You're doing well. You're highly unlikely to suffer from burnout. 51-80 points: You're on thin ice and about ready to fall in. You'd better change your lifestyle quickly because burnout is knocking down your door. 81-100 points: You're a walking time bomb. If you do not make immediate adjustments in your behavior you may be burned out by the time you finish reading this quiz.

No consultant worth his fee will offer a diagnosis without a surefire remedy. For burnout candidates here's the prescription:

1. Limit the number of hours you work. Make a firm commitment to cut your daily work load to a reasonable number of hours. Don't always be the one on call for late service calls. Share the load.
2. Set goals. Write them down. Most burnout victims get bogged down, in trivial tasks. Often, the really important jobs never get done. By identifying and concentrating on high-priority tasks, you'll probably accomplish twice as much in half the time.
3. Learn to say no. Burnout victims have trouble admitting that they can't take on another task. When you have more than enough to keep you busy, politely refuse to take on more.
4. Learn to delegate. Resist the tendency to do everything yourself. Train others to do routine and low-priority tasks. Also, delegate the right to make mistakes. That's how others learn.
5. Exercise. Exercise relieves tension and increases your alertness on the job. Force yourself to get at least three hours of strenuous physical activity each week.
6. Break your routine. Too much structure gets you into a rut. Go out of your way to do some things differently.
7. Try to relax. Take breaks every so often during the day, letting your mind wander. At home, take long hot

baths to relieve tension.

8. Eat lunch away from the office. This helps with several of the other items on the list. Walking to and from a restaurant gives you exercise. Eating lunch outside can be relaxing. Leaving the office is a break in routine.
9. Take vacations. A series of three-day vacations will give you a break without taking too much time away from work.
10. Spend more time with family and friends. Schedule time with them into your appointment book and respect the entry as you would a business appointment. Try to keep business calls at home to a minimum.
11. Take time for yourself. Meditate. Relax. Read light, enjoyable material. Pursue a hobby that has nothing to do with work.
12. Don't take life too seriously. You're not indispensable. You may make a major contribution, but business will go on with or without you.

No one can quarrel with so lush a lifestyle. But there is one serious flaw in using burnout ratings towards those who in mid-career or later are perceived by their superiors as no longer able to cut the mustard.

The burnout thesis as preached by its advocates is all job-related. However, only one percent of the work force, blue collar, white collar, and executive personnel, attribute their personal problems and unhappiness to their work. Surveys tell us that most of the burnout symptoms are caused by marital problems, legal problems, and an assortment of addictions; alcohol, drugs, etc. The untraditional attitudes and behavior of today's children can drive a man to miss a report, bark at subordinates, or fall into occupational lethargy. Are these problems generated by an employee's work load or job stress? Hardly.

With burnout receiving the publicity and media exposure that it is, a devious employer can now use it as a scam to get rid of old time employees. It is against the law to discharge employees because of age. But there is nothing to stop a boss from papering the personnel files of those he wants out with such objective ratings as exhaustion, tension, uncooperativeness, impatience, in a word *burnout*, all legal alternatives for paring a payroll, with proof that they are the cause of bottom line droop.

Proper Letter Writing

[Here's another article on a subject everyone deals with at one time or another, dreaded letter writing. My mother just can't understand why I don't write even though that's my job. I guess that's why—because it is my job. However, when I go to write a business letter my brain goes blank. Well, I imagine it happens to just about everyone so maybe this article will help the next time you want to send a business letter. . . Valerie]

Shed a tear for the mournful fate of the business letter.

Point a finger of shame at the thousands of MBA's who are enrolled by their companies in remedial writing courses because these young executives put to the blush the English language.

Fie on the company which answers customer questions with boilerplate, stereotyped booklets or fact sheets without a personal letter of thanks.

A pox on the majority of schools of business that do not require a course or two in written communications as a prerequisite to a diploma.

Take heed of the survey conducted by research firm Hodge-Cronin. It polled several hundred CEO's and their conclusion was "younger executives are not well-trained in writing". Their business letters are replete with wordiness, poor organization, inappropriate style, and unclear purpose, creating serious problems of community, customer, and public relations.

A bouquet to the International Paper Company for its media campaign in magazines, newspapers, electronic, and business forums on the theme "How to Write A Business Letter".

Cynics might say that such a public service campaign is self-serving, for one needs paper to write a letter and the International Paper Company happens to be in the paper business. But don't let's quibble.

The IPC program is focused around a group of well-known wordsmiths who worship the discipline of good writing. The chosen include Malcom Forbes, Tony Randall (who is reported to have the largest vocabulary of anyone in show biz dead or alive with the exception of one William Shakespeare), and Bill Cosby, who earned a PhD in education and is involved in helping young people overcome their fears of putting pen and pencil to paper. Also Edward Thompson, editor of the Reader's Digest; Kurt Vonnegut; James Michener; and Steve Allen, who admits to having read War and Peace in one sitting.

The initial copy of the IPC better business letter writing essay is by Malcolm Forbes. And rightly so. Forbes inherited from his famous father, the first full-time financial newspaperman in America, a business magazine which had grown dusty, dull, and colorless. He turned it into a publication that is light and lively and living proof, twice a month, that business does not have to be covered in a jargon for experts only. The title of Forbes' commentary is simplicity itself. It is called "How To Write A Business Letter". His prose needs no translation:

"A good business letter can get you a job interview. Get you off the hook. Or get you money. It's totally asinine to blow

your chances of getting whatever you want with a business letter that turns people off instead of turning them on. Over 10,000 letters come across my desk every year. They seem to fall into three categories: stultifying, if not stupid; mundane (most of them); and first rate (rare). Here's the approach I've found that separates the winners from the losers, it starts before you write your letter.''

Forbes pungent piece of practical advice is ''know what you want''. Write it down in one sentence, I want to get an interview within the next two weeks . That simple. List the major points you want to get across, it'll keep you on course.

''And for goodness sakes,'' Forbes stresses, ''answer promptly if you are going to answer at all. Don't sit on a letter; it invites the person on the other end to sit on whatever you want from him.''

Never a shy tone, Forbes counsels ''plunge right in. Call him by name, not Sir, Madame, or Ms. And tell what your letter is about in the first paragraph with one or two sentences. Don't keep your reader guessing or he might file your letter away.''

Another Forbes Dutch Uncle advice: ''write so the recipient will enjoy it. Write the entire letter from his point of view, what's in it for him. Beat him to the draw, surprise him by answering the questions and objections he might have. Be nice. Contrary to the cliche, genuinely nice guys most often finish first, or near it. I admit it's not easy when you've got a gripe. To be agreeable while disagreeing is an art. Don't be cute or flippant. The reader won't take you seriously. This doesn't mean you have to be dull. You should prefer that your letter will knock 'em dead rather than bore 'em to death.''

Forbes on format: ''Make your letter look appetizing or you will strike out before you even get to bat. Use paragraphing that makes it easier to read. Keep your letter short, to one page if possible. Make it perfect. No typos, no factual errors. Be crystal clear. Don't exaggerate, not even once. Your reader will suspect everything else you write.''

And finally, ''sum it up and get out. The last paragraph should tell the reader exactly what you want him to do or what you are going to do. Short and sweet. 'May I have an appointment next Monday, the 16th. I'll call your secretary to see when it'll be most convenient for you.'

''Close with something simple and for heaven's sake sign legibly. The biggest ego trip I know is a completely illegible signature. Good luck.''

TOP THREE MERCHANDISE ITEMS DISCUSSED EACH MONTH

By Frank 'The Crank' Seninsky

It is no secret that presenting new items to your crane customers will keep them coming back and keep your sales high. I have mentioned in the past that "hard goods" are a great supplement to the plush. They are priced well and expand the range of product opportunities. Therefore, I will devote this month's section to "hard goods" only.

1. "Dinosaur Calculators" #923-84 200 pcs $3.50/pc

The calculators have pictures of dinosaurs on them, and raised numbers and function signs for ease of appearance and use. They come in three colors and in a display box. Keep one for yourself to add up "crane profits."

Contact: Dan Brechner; Floral Park, NY; 800-645-8142 or 516-437-8400

2. "Ice Cream Cone Sponge Gun" #9555 7" 24DZ $6.00/DZ

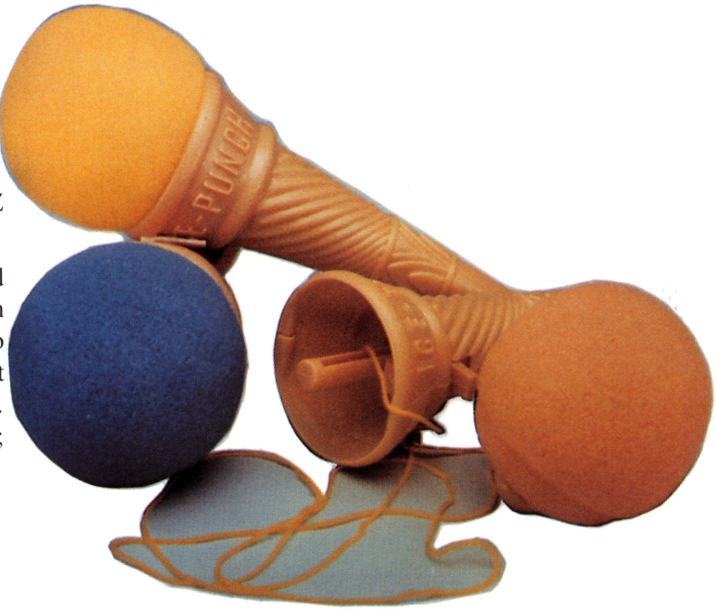
This item consists of a sponge ice cream scoop of assorted colors (flavors) that rests, by a spring, on a plastic ice cream cone. There is a trigger on the side which can be pushed to release the ice cream scoop. The scoop can shoot out four feet but is attached by a string to the cone and is fun and harmless.

Contact: Acme Premium Supply Corp; St. Louis, MO; 800-325-7888 or 314-531-8880

3. "Waterproof Container" #8/216 4 1/4" 36DZ $6.00/DZ

This plastic container has a string so you can hang it around your neck. The container opens up and allows you to store valuables when you go to the beach. A great item as outdoor days and summer fun approaches.

Contact: Oriental Trading Co., Inc.; Omaha, NE; 402-331-5511 or 800-228-2269



NEW PRODUCTS

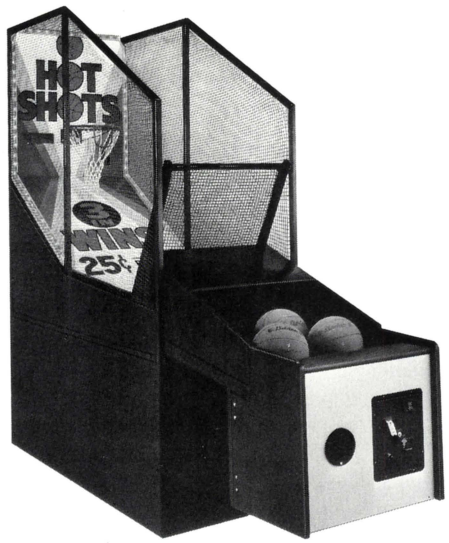
Bull's Eye

Experience the intensity of special weapons team training with Sega's *Bull's Eye* and take aim at five shining targets that move horizontally back and forth.

Authentic sound flashing lights draw players to *Bull's Eye* and the chance to have various skill factors evaluated while shooting plastic pellets.

Bull's Eye has operator adjustable playing time of 30 to 90 seconds and adjustable number of pellets from five to 10 shown on the monitor. When all the pellets have been fired or time has expired, the game is over. A dispensed target card and the monitor show players the results of their marksmanship.

Measurements are 76.8 inches high, 36.6 inches wide, and 124 inches deep. For more information, or distributor referral, write Sega Enterprises, Inc. USA, 2149 Paragon Drive, San Jose, CA 95131; (408) 435-0201.



Hot Shots

Vari-Tech combines solid state electronics, digital sound, and rope lighting to maximize patron attraction to its *Hot Shots* basketball game. Vari-Tech offers multi-player units, game room units, and trailer-mounted units.

Features include five official basketballs, big 3x5 inch fluorescent orange numerical display, infrared ball detector, and durable linear actuator for smooth operation.

Constructed of heavy duty steel tube, *Hot Shots* has easy access coin drawers and controls and fully enclosed moving parts to insure safety. Win, coin, and ticket counters are standard with a ten-year battery included. Dimensions are 120 inches deep, 105 inches high, and 32 inches wide.

For more information, or distributor referral, write Vari-Tech Co., 4520 Spartan Industrial Drive, S.W., P.O. Box 739, Grandville, MI 49468; (800) 245-2737 or (616) 538-4088.

Heavy Barrel

Data East USA introduces *Heavy Barrel*, a two-player simultaneous military game in which players defend a subterannean fortress from a terrorist army that is amassing a nuclear strike.

Players undertake a mission to penetrate the installation and eliminate the leader before any missiles are launched. To accomplish the mission, players need the ultimate weapon, the Heavy Barrel Gun, and must use keys they have collected to open storage lockers and collect the six parts of the gun.

Heavy Barrel tests strategic skills by using different weapons and techniques of defense. The game is available as dedicated or vertical kit that comes with two rotary joysticks, buttons, and a complete graphics package.

For more information, or distributor referral, write Data East USA, Inc., 470 Needles Drive, San Jose, CA 95112; (408) 286-7074.

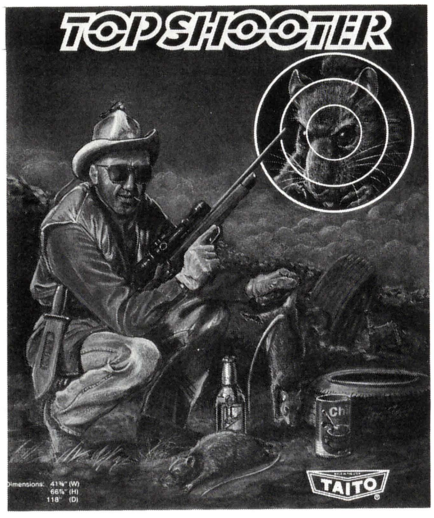
Paddle Mania

United Amusements is now marketing *Paddle Mania*, a two-player interactive vertical monitor kit in which each player uses one joystick and two fire buttons for left and right swing.

One-or two-players can play against the computer or against each other. *Paddle Mania* is a cross between racquetball and tennis and the object of the game is to paddle the ball behind your opponent into a goal for points.

There are different playing courts to select from and game play is controlled by time. Two players can play interactively against each other on a vertical cocktail table, meaning new life for cocktail cabinets. The game has been licensed from SNK Japan.

For more information about this and other video kits, write United Amusements, 1975 Riverside Drive, Los Angeles, CA 90039; (800) 722-8258.



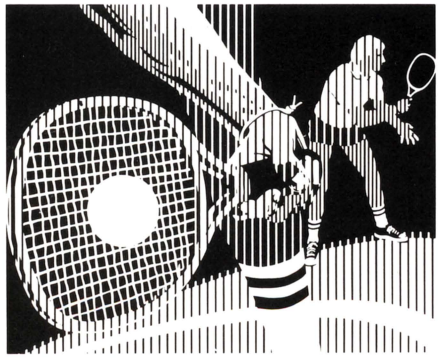
Top Shooter

Taito America debuts *Top Shooter*, a shooting gallery game that has four different Gameland target cards that can be customized for locations.

The player aims at the cards in five different positions and uses his best sharpshooting skills. After all the bullets are shot, the card is delivered to the player. The number of shots can be adjusted between five and 10. The unit holds up to 100 cards at a time.

Measurements of *Top Shooter* are 41 3/8 inches wide, 68 7/8 inches high, and 118 inches deep. The four cards have targets of beer bottles, rodents, a can of beans, or a giant insect.

For more information, or distributor referral, write Taito America Corp., 660 S. Wheeling Road, Wheeling, IL 60090; (312) 520-9280.



Pot Shot

Atari Games introduces a new redemption concept with *Pot Shot*, a gun game with the appeal of prizes.

Attractive cabinet graphics and the realistic gatling gun attract players of all ages. Prizes are well displayed and provide easy viewing for bystanders and potential players.

The cabinet is durable and requires little maintenance. Accurate payout adjustments eliminate stacking or packing merchandise and there are numerous options for prize offerings.

Dimensions are 88 inches high, 104 inches deep, and 33.25 inches wide. The gun-loading screw and prize carousel are each driven by a low-maintenance AC motor.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3700.

Silk Worm

Battle scenes on land, sea, and air abound in Tecmo's horizontal conversion kit, *Silk Worm*.

A one-or two-player interactive video, *Silk Worm* has a game continuation feature, buy-in, and very realistic graphics as players man a jeep or helicopter on a dangerous military mission.

Silk Worm encourages player interaction with the ability of commanding the jeep and helicopter simultaneously when two players join forces in battles that take place over rocky landscapes, oceans, and in the air.

For more information, or distributor referral, write Tecmo, Inc., Victoria Business Park, 18005 S. Adria Maru Lane, Carson, CA 90746; (800) 338-0336 or (213) 329-5880.

Superstar Basketball

Kramer Mfg. introduces an all steel one-to four-player basketball game, *Superstar Basketball*.

Features include a realistic scoreboard that displays playing time, high score, and player score; adjustable scoring time and free game point setting; tamper proof ball release; dual floor lights; reliable electric eye scoring; and four period game play.

Among the available options are a bill acceptor and ticket dispensers. Five balls come with each game. Dimensions are eight feet high by eight feet long by 32 inches wide.

For more information, or distributor referral, write Kramer Manufacturing Co., 1100 Towbin Ave., Lakewood, NJ 08701; (800) 631-2126 or (201) 367-7810.

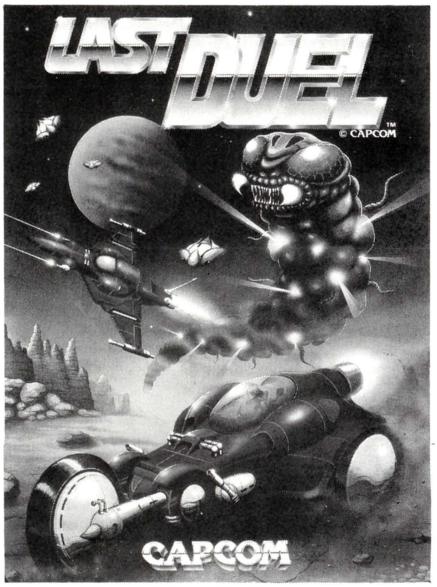
Print 'Ur Own Stickers

Meyer-Gillmann invites customers to create personalized messages on stickers with *Print 'Ur Own Stickers*, a machine that produces bumper stickers, labels, advertisements, birthday greetings, announcements, campaign stickers, and more.

Print 'Ur Own is easy to operate, quick-prints stickers in six seconds, is easy to service and maintain, and accepts bills or coins.

Suggested locations for the machine include arcades, convenience stores, grocery and retail chains, movie theatres, bowling alleys, fast food outlets, tourist locations, miniature golf courses, transportation centers, boardwalks, specialty retail stores, and amusement and theme parks.

For more information, or distributor referral, write Meyer-Gillmann Industries, 3280 Victor St., Santa Clara, CA 95054; (408) 980-0661.



Last Duel

Capcom USA debuts a two-player simultaneous mode universal vertical kit, *Last Duel*, that tells the story of twin planets Mu and Bacula. In the saga, players control two types of fighting vehicles to destroy oncoming enemies.

The rolling attack is the best method to defeat the enemies in this game that features an eight-way direction joystick and two buttons: attack and rolling attack that can also be used for jump and surface attack.

Players operate an airplane or space car, depending on the stage of the game. When in simultaneous play, the plane can be flown overhead while the car is driven on the screen below.

For more information, or distributor referral, write Capcom USA, Inc., 1283-C Mountain View Alviso Road, Sunnyvale, CA 94089; (408) 745-7081.

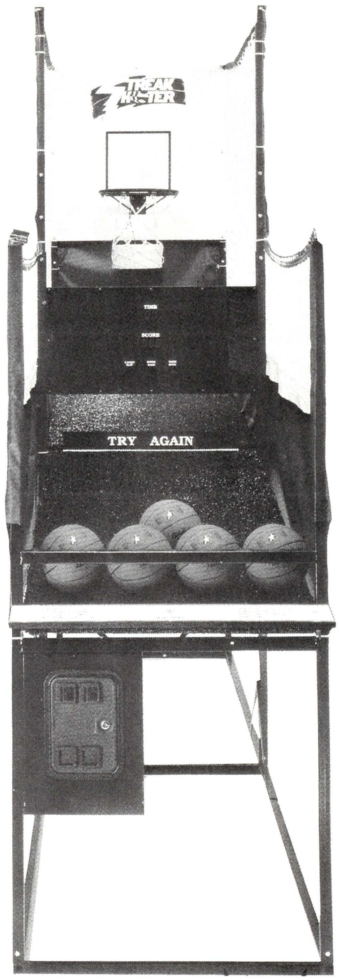
Viper

Leland introduces a helicopter battle game, *Viper*, available as a complete dedicated game or a system update for *Danger Zone*.

In *Viper*, players pilot a helicopter and depart from camp on a mission. They purchase weapons at Crazy Ali's Warehouse, an arsenal of missiles, lasers, and machine guns, and use those weapons in the fight against the enemy. It's all done in the first person perspective and highlighted by a unique swiveling monitor that provides a realistic feeling; as the monitor moves up and down, the scene on the video screen does the same.

Viper is designed as a sit down with bright detailing on the base cabinet.

For more information, or distributor referral, write The Leland Corp., 1841 Friendship Drive, El Cajon, CA 92020; (619) 562-7000.



Streak Shooter

Streak Shooter has developed an adjustable basketball game by the same name, *Streak Shooter*. Features include sturdy steel construction, telescoping design, highly visible LED readouts, solid state electronics, digital scoreboard, and shot clock with adjustable timer.

Streak Shooter has an adjustable game time from one to 99 seconds, adjustable bonus game score from one to 99 points, and adjustable coin operation from one to nine quarters.

Of special interest is the tamper proof gate mechanism, fast ball return for quick play, and large coin box. Five balls come with each game. Measurements are eight to 10 feet high (adjustable), nine feet 10 inches long, and 32 inches wide.

For more information, or distributor referral, write Streak Shooter, 875 Linn St., Canton, IL 61520; (309) 647-6600 or (309) 647-2288.

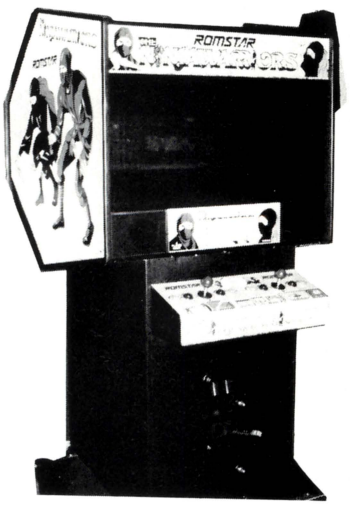
Ninja Warriors

High adventure is in store for players of Romstar's three monitor dedicated video, *Ninja Warriors*, for one- or two-players.

Players become cyborg Ninjas (a combination of man and machine) who must infiltrate the stronghold of a dictator who has taken over the country. They must face opposing troops and use as weapons the special Ninja Star or a set of daggers to eliminate enemies and continue through the adventure to face aliens and monsters who join the camouflaged troops.

The enemy brings in the heavy stuff in the form of an armored division, with tanks filling up nearly two monitors. Background weapons like rockets and planes enter the scene. Action takes place on an army base, underground, and in enemy headquarters.

For more information, or distributor referral, write Romstar, Inc., 22857 Lockness Ave., Torrance CA 90501; (213) 539-2744.



Rabbit Punch

Bally debuts a conversion kit featuring high resolution 3D graphics with *Rabbit Punch*, a horizontal monitor video.

In *Rabbit Punch*, one player takes part in the cartoon character boxing game or two players may join the action simultaneously for 11 rounds or waves of play.

The kit comes complete with easy to assemble player controls, control panel overlay, PCB and cable, and header plexiglass with custom artwork.

For more information, or distributor referral, write Bally Midway, 10601 W. Belmont Ave., Franklin Park, IL 60131; (312) 451-9200.

Rush Hour

U.S. Games adds another action game to its *Super Duper Casino* countertop unit with *Rush Hour*, for a total of 10 games in one package.

The countertop is available in nine or 13-inch monitor models and a stand-up version; also as dedicated or conversion kit with advertising screen.

In *Rush Hour* players avoid oncoming traffic in peak travel times. The other nine games for the countertop include *Brick-Break, Wizard of Words, Sex Trivia I, Sex Trivia II, Sports Trivia* and card and horse race games *Draw Poker, U.S. Craps, U.S. Black Jack,* and *U.S. Chariots.*

For more information, or distributor referral, write U.S. Games, Inc., 4025 Pleasantdale Road, Suite 230, Atlanta, GA 30340; (404) 441-2910.

Lee Trevino's Fighting Golf

SNK Corp. captures the true feeling of professional golf with its one-or two-player universal horizontal video kit, *Lee Trevino's Fighting Golf.*

Lee Trevino's Fighting Golf uses a joystick and buttons and features two distinct styles of game play, regular stroke or Nassau game (selectable by dipswitch setting). This allows operators to choose the most challenging style of swing for a location.

Play includes a longest drive contest, closest to the pin contest, and both 3D and aerial views from every shot. Players choose from one of four golfers, each with his own strengths and particular method of playing.

The game is also available as a one-or two-player cocktail conversion.

For more information, or distributor referral, write SNK Corp. of America, 245 Sobrante Way, Sunnyvale, CA 94086; (408) 736-8844.

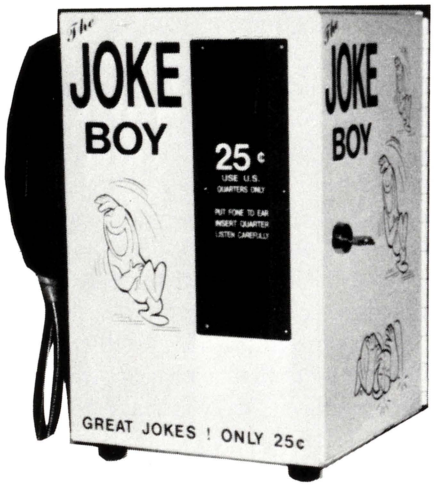
Classic

Seeburg introduces an all compact disc vintage styled jukebox with its new *Classic* that features wood custom made cabinet and bubble lights on the sides. The *Classic* has easily read title cards featuring full artist graphics, 400 watts of total peak music power with built-in amplifier protection circuitry, and modularly designed parts and assemblies interchangeable with the *SCD-1A*.

Seeburg Hot Hits discs feature selections from the top 50 singles chart plus a separate 21 song all occasion favorites disc.

Accessories include remote volume control, paging system, and six speaker hook-up capability. A total bookkeeping system keeps track of plays and dollars.

For more information, or distributor referral, write Seeburg Corp., 1105 Westwood Ave., Addison, IL 60101; (312) 543-1270.



Joke Boy

Redstone Corp., maker of the *Funny Fone*, has introduced a new economy model joke phone with its *Joke Boy*.

The *Joke Boy* features the same six joke categories for the same 25 cents per play as its big brother, *Funny Fone*, but in a smaller unit. Joke categories include family humor, adult jokes, children's humor, gross jokes, ethnic jokes, and religious jokes.

Designed in white and black with red lettering, the *Joke Boy* is suitable for placement in any location where space is at a premium. It's economy price still includes all solid state electronics and provides joke telling in lower traffic locations that do not require the deluxe model with attraction mode.

For more information, write Redstone Corp., P.O. Box 3762, Sonora, CA 95370; (209) 533-4307.

Love Analyzer

Communidyne adds another game to its successful line of countertops with the *Love Analyzer*, an impulse item that's hard to resist.

Everyone wants to know their love quotient and *Love Analyzer* provides it in six ranges: chilly, romantic, warm vibes and passionate, look-out sexy, sizzling hot; and, you're incredible, but you know it!

The machine operates on 25-cent play and features an attractive design in red, blue, and lavender with a black and white cabinet. A stand comes with each unit that also has a Coinco accepter with coin return.

Love Analyzer is suitable for all locations, including family restaurants, movie theaters, truck stops, and discount stores, among others.

For more information, or distributor referral, write Communidyne, 636 Anthony Trail, Northbrook, IL 60062; (312) 498-2444.

Kageki, Thundercade

Romstar introduces two interactive universal vertical conversion kits: *Kageki*, a boxing game; and *Thundercade*, a shoot 'em up. *Kageki* is a two-player simultaneous boxing game set in a back alley that features unexpected hilarious turns in comical fighting sequences.

An assortment of thugs and known felons face the players as various gangs test their fighting skills and defensive techniques in back alleys and along the waterfront.

Thundercade is a two-player simultaneous mission game in which players must ultimately destroy a nuclear power plant located behind enemy lines.

For more information, or distributor referral, write Romstar, 22857 Lockness Ave., Torrance, CA 90501; (213) 539-2744.

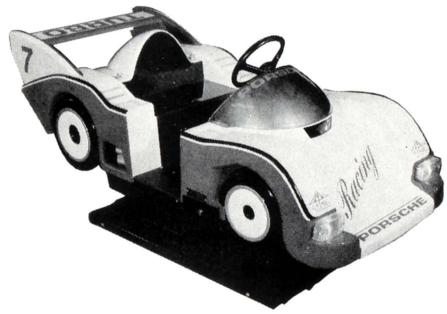
Turbo Porsche

Coastal Amusement, distributor of Whittaker Bros. kiddie rides, introduces the *Turbo Porsche* racing car kiddie ride that's finished in authentic Porsche colors.

The Le Mans style car features front and rear flashing lights, true engine and horn sound effects, and a lap indicator on the control panel that completes the real race car feeling.

A telescopic handle at the front of the ride and rear casters make it easy to move around a location.

For more information, write Coastal Amusement Distributors, Inc., 2400 Belmar Blvd. Bldg. 16B, Wall, NJ 07719; (201) 681-8900 or 3046 Hempstead Turnpike, Levittown, NY 11756; (516) 731-8900.



Model 496

Rock-Ola debuts the David C. Rockola Signature Model compact disc-45 rpm phonograph *Model 496* available in sea view blue and earth tone bronze.

The *Model 496* can be a 45 rpm unit only or a combination CD-45 phonograph. Features include a new back lit touch pad selection switch with simplified PC board, illuminated program selection number strip, and illuminated area for $1 and $5 self feed bill accepter with stacker.

A new upper grille has six-inch medium and high range speakers. Optional features now standard include a remote volume control with cancel switch and simple installation, and all new built-in background music control system circuit with simple installation.

For more information, or distributor referral, write Rock-Ola Mfg. Corp., 313 S. Rohlwing Road, Addison, IL 60101; (312) 629-9200.

TRADE ACCESSORIES

Automated vendor tracking system

Forward Technology has developed a diversified computerized tracking system, *Coinware*, that answers the need to balance equipment type to achieve maximum profitability.

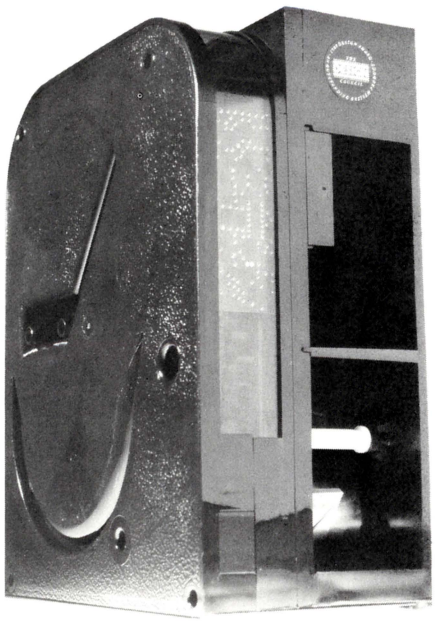
This automated vendor tracking system uses the latest software technology and is effective with any type of revenue producing equipment no matter what size the route or types of locations operated.

Features include complete profit analysis, user-defined commission schedule, collection/commission/refund, phone route tracking, return on asset processing, automatic prompting, extensive equipment tracking, and multi-level password access. *Coinware* is easy to learn and use. A demonstration diskette is available at a cost of $10.

For more information, or to order the *Coinware* diskette, write Forward Technology, P.O. Box 20162, Chicago, IL 60620; or call (312) 476-1945.

Coin hopper

Coin Controls introduces the *Mark II Universal Hopper,* designed to hold more coins than a conventional payout tube.



The *Mark II* holds up to 3,000 pennies, 2,000 nickels, 4,000 dimes, or 1,600 quarters, and can pay out coins at a rate of three per second. It can also be used with a wide range of tokens or the world's coinage without adjustment.

Servicing and coin collection comes quickly with the slide-in mounting and simple connector system. Service calls for coin jams are practically eliminated with the auto reverse motor that clears coin jams automatically.

For more information, write Coin Controls, 1000A Touhy Ave., Elk Grove Village, IL 60007; (312) 228-1810.

Digital multimeter

Star*Tech Journal announces availability of the Beckman Industrial *Circuitmate DM25L*, a low-cost, high-feature digital multimeter with built-in logic probe, transistor, and capacitor test functions.

This multimeter includes a built-in 20 MHz logic probe that detects 25nS pulses, and five capacitance ranges for measurement of capacitors as large as 20uF. It is equipped with a single rotary switch for function and range selection and will replace the amount of equipment necessary to perform electronic service.

The cost is $95 and orders are accepted prepaid or COD; shipping and insurance $5. New Jersey residents must add six percent sales tax. Foreign orders are FOB New Jersey. Star*Tech Journal is an authorized Beckman distributor and the item's price it discounted for the coin-op industry.

For more information, or to order, write Star*Tech Journal, P.O. Box 1065, Merchantville, NJ 08109; (609) 662-1080.

Stackerless bill acceptor

Mars Electronics introduces a stackerless bill acceptor retrofit kit designed to expand the capability of typical coin amusement equipment.

The retrofit kit is self-contained and features the smallest stackerless bill acceptor on the market. Its compact size eliminates the need for a bulky control box, making it fast and easy to install.

Two versions of the kit are available: one accepts $1 and $5 bills and lists for $399; the second accepts $1, $5, $10, and $20 and lists for $479. Mars will also make the kit available for amusement applications requiring stacker bill acceptors. All kits include multiple pulse/dollar features. At present these kits are available only in the U.S.

For more information, or distributor referral, write Mars Electronics International, 1301 Wilson Drive, West Chester, PA 19380; (215) 430-2500.

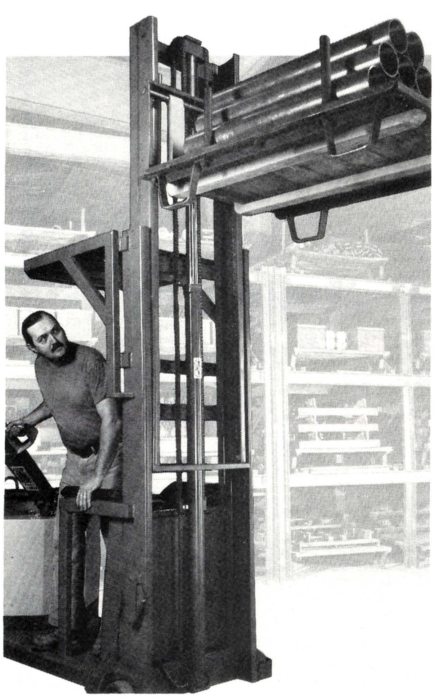
Fork lift truck

Ruger Equipment has developed its first counterweighted fork lift unit that offers an economical alternative to straddle style fork lifts.

This full power rider, the *Park Timer*, can move in tight on the load without worrying about clearances for straddle legs. Rack and shelving can be utilized from top to bottom as selected with no worries about spacing.

Counterweighted models are designed as rider units for operator ease and comfort. They are available with 1,500 through 3,000 pound capacities with lift heights of 50-inches to 130-inches.

Other features include unitized steel construction that extends chassis life and reduces maintenance, simple control handle for easy operation, and reliable drive unit and brake assembly.



For more information, write Roger Equipment, Inc. 615 W. Fourth St., Uhrichsville, OH 44683; (800) 257-8437 or (800) 237-8437 in Ohio; also (614) 922-3000.

Security bar S-19

A-1 Products introduces a new security bar designed to fit the popular video, *Operation Wolf*. It will protect any new cabinet with two vertical doors.

This new bar, *Model S-19*, has hinges hidden behind the bar, hinge pins that are non-removable and welded on top and bottom, padlock shackle cover to discourage bolt cutters, and heavy construction to prevent break-ins.

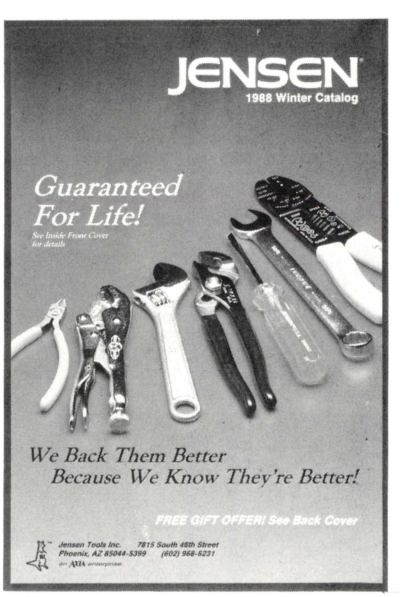
A-1 also stocks control panel fasteners to offer extra security when needed. The *S-19* bar will be distributed by A-1, also Baton Security and WICO.

For more information, write A-1 Products, 333 N. Queen St., Kinston, NC 28501; (919) 527-8241.

Jensen catalog

A new catalog is being offered free by Jensen Tools. Illustrated in full color, the catalog features new service and maintenance kits and a broad range of tools and test equipment for electrical and electronic technicians.

Included are hand and power tools in inch and metric sizes, work holding devices, lighting and optical aids, new products for wire and cable service, electrical safety products, and more. All Jensen brand products are guaranteed for life.



For a free copy, write Jensen Tools, Inc., 7815 S. 46th St., Phoenix, AZ 85044; (602) 968-6241.

Power protectors

A new series of surge suppression devices has been introduced by Sola, a division of General Signal.

The suppressors are designed to clamp power line transients in less than five nanoseconds for common-mode and less than one nanosecond for normal-mode line suppression.

Several models are offered with different capabilities and configurations to meet the varying degrees of transient suppression needed in sensitive computer and electronic environments.

The new power protection product line offers three styles: a power control center; plug strip models with six outlets; and "duplex" plug-in models with two outlets. The plug strip and plug-in styles are each offered with three different performance levels.

For more information on these power protectors, write Sola, 1717 Busse Road, Elk Grove Village, IL 60007; (312) 439-2800.

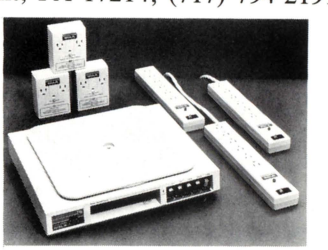
Electronic testing

Tab Books offers a revised and updated second edition of "How To Test Almost Everything Electronic," a helpful book by Jack Darr and Elton Horn that covers the fundamental skill of electronics testing.

The book describes how to perform tests and measurements with all kinds of test equipment and how to interpret the results. It also has detailed descriptions of the various pieces of test equipment.

Tab Books features a continuing collection of useful self-teaching guides with other books in the electronics range such as "Basic Electronics Course-2nd Edition" and "How To Read Electronic Circuit Diagrams-2nd Edition".

For more information, write Tab books, Inc., P.O. Box 40, Blude Ridge Summit, PA 17214; (717) 794-2191.



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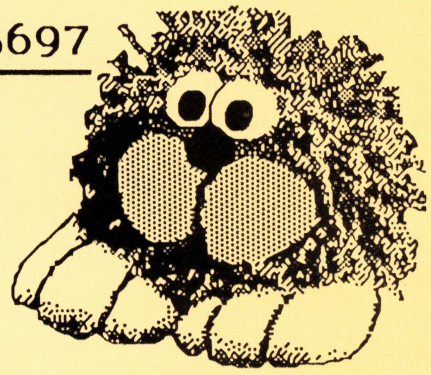

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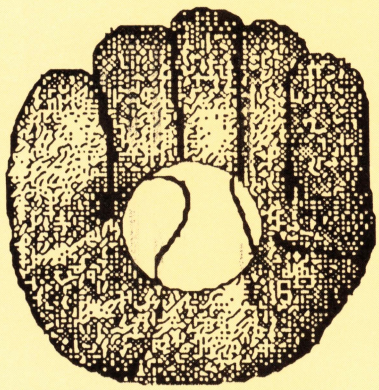

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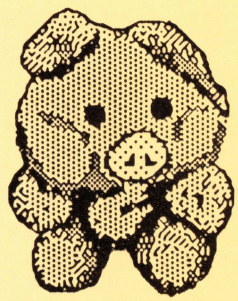

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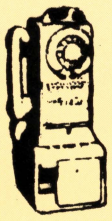

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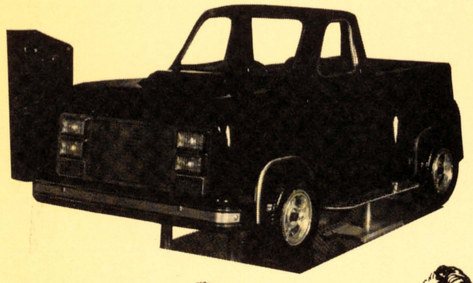

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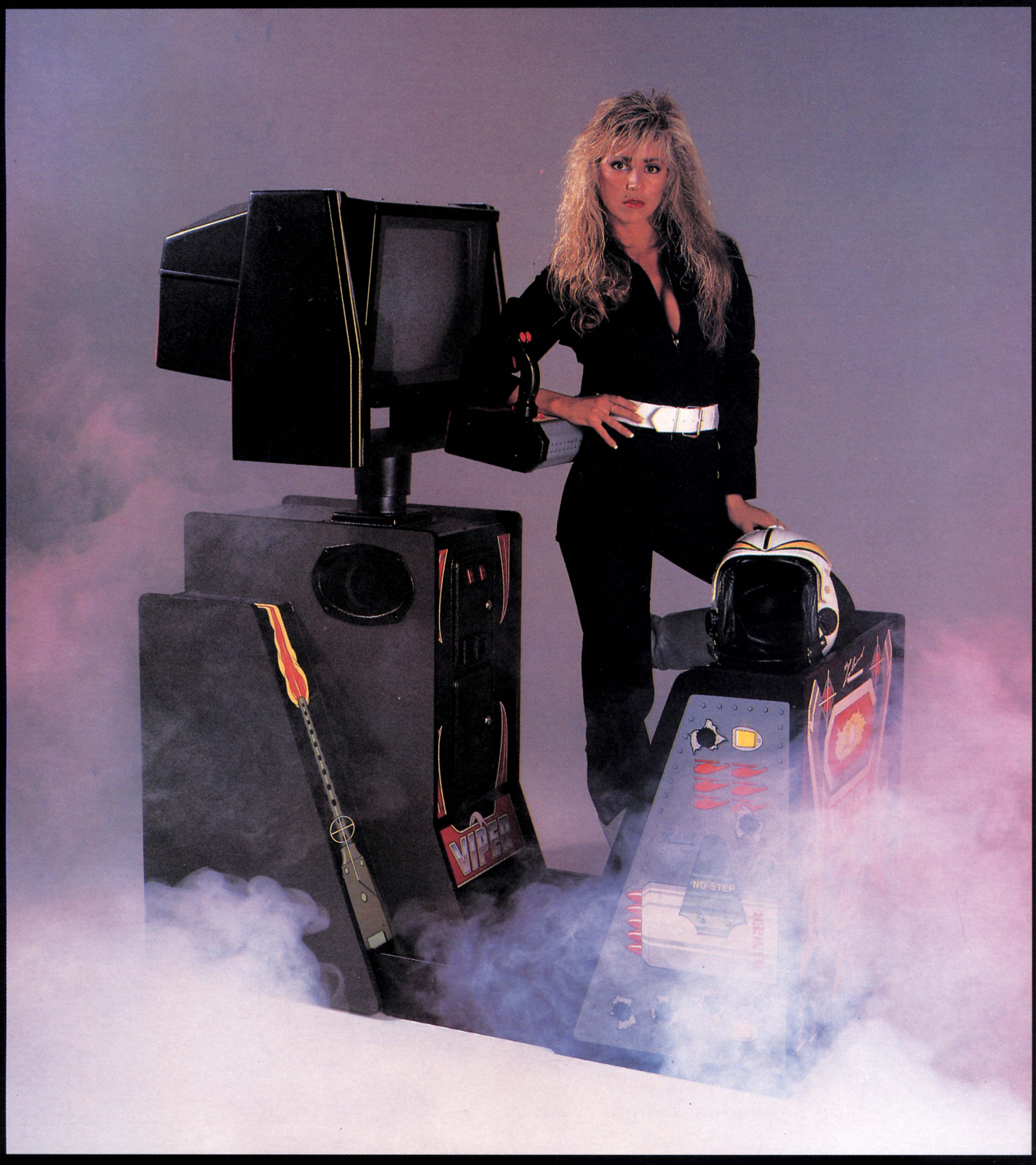

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